

GENERAL ELECTRIC PREPARES WAY FOR WINTER CAMPAIGN

The attractive leather-bound case shown in the lower left-hand corner of the illustration was presented to all distributors who attended Camp Refrigeration III, which was held Aug. 28-31 at Association Island, N. Y., by the electric refrigeration department of the General Electric Co., Cleveland, Ohio. It was presented as a souvenir of the third annual distributors' get-together and contained the following pieces of sales promotion material:

Sales Promotion Plan Book. This book outlines a completely co-ordinated plan of sales promotion for the distributor and dealer. It is divided into five main sections dealing with the product, organization, store arrangements and display, preparing the way for the salesman, and closing the sale. Under each of these classifications is grouped the available sales promotion material applied to that division of the distributor's selling activity.

The Open Winter Campaign. It outlines the complete central station selling plan for fall and winter.

Direct Mail Plan Book. Outlines in detail a new method of building mailing lists, cultivating prospects, and following direct mail activities through to a successful conclusion.

For Health and Good Living. A sales presentation book for salesmen's use arranged in a dramatic, but logical, simple form.

The Silent Hostess Campaign Portfolio. The "Silent Hostess" is a magazine devoted to the home-maker and will play an important part in our 1930 direct mail activities. It sells the idea, and the need for refrigeration rather than a particular refrigerator. It can be of much value in missionary work.

A Commercial Activity Portfolio. This is simply a co-ordinated activity covering commercial cabinets, milk coolers, pressure, and bottle water coolers using the material which is already in the hands of distributors.

Announcement Poster of the "On the Top" Sales Contest For This Fall.

A Merchandiser of Illuminated Signs. This book offers a selection of electric signs, standardized in design and size to meet practically all requirements.

Milk Cooler Folder. A general consumer piece announcing new General Electric milk cooler.

A Fall Selling Activity for Apartments. This broadside outlines an intensive apartment selling campaign for early fall and suggests the use of mailing material already available. It is built on the theory that in the autumn many people are returning from their summer homes, and are searching for modern apartments.

Syndicate Sales Plan. This consists of a selling plan for the distributor in reaching the syndicate purchaser, as well as a presentation to the buyer of such syndicates.

Xmas Campaign for Men. A direct mail activity based on the thought that electric refrigeration is an ideal gift for the entire family. The mailing pieces are directed primarily to the head of the household.

The Knight in the Whitecastle. An attractive book for children which tells in verse and pictures how the dreadful dragons of the decay caused the food to spoil. Children's parties also play an important part in this selling activity through the children of the household.

What's in It for Me? A booklet prepared to attract new salesmen to the electric refrigeration business and to inspire old salesmen to greater efforts.

Motion Picture and Slide Films. We are learning more and more that motion pictures and slide films can teach salesmen and prospective buyers easier and quicker than any printed medium. The

An Impressive Array of Selling Helps



booklet outlines plans for use of motion picture films and slide films. **Sales Building Window Displays.** New monthly window service is offered to distributors and dealers for 1930. The plan includes standard displays of the highest quality, installed in the distributor's and dealer's windows by professionals.

LITERATURE OF MANUFACTURERS

Catalogues, bulletins and other direct advertising material recently issued. Manufacturers are requested to send copies of new trade literature promptly to Electric Refrigeration News.

Ferro Enamel

The Ferro Enamel Supply Co., Cleveland, Ohio, has issued a folder which contains a graphic outline showing progress and development of Manion enameling furnaces from 1911 to 1929.

Superflex

An oil burning milk chiller is described in a folder received from the Perfection Stove Co., Cleveland, Ohio. This unit has a capacity from 15 to 35 gallons of milk.

Wagner

Seven types of squirrel cage motors are discussed and compared in a 24-page bulletin, No. 165, issued by the Wagner Electric Corp., St. Louis, Mo. This bulletin is divided into a number of sections, one discussing the three factors interesting to buyers (cost, performance and delivery), another analyzes and compares the starting and running characteristics of various types of squirrel cage motors and other sections are devoted to descriptions of construction, ventilation, lubrication, and mechanical diversifications.

Webb

The Charles J. Webb & Co., Philadelphia, Pa., has issued a pamphlet showing how the Webb slingabout is used for making Copeland deliveries. Six models of slingabouts, which fit various Copeland models, are discussed.

WELSBACH OFFERS NEW COMMERCIAL MANUAL

The Welsbach Co., Gloucester, N. J., has issued a commercial sales manual covering Welsbach commercial electric refrigeration including method of computing requirements. Evaporators and special cooling coils are described and the characteristic differences between brine tank systems and evaporators are discussed.

Methods and equipment for multiple, display case, liquid cooler, refrigerated counter, water and milk cooler installations are also included in the manual. In addition, bottle coolers and ice makers are treated. The operation of the Welsbach graphic selector for determining condensing units for various applications is also shown.

NEW HAMPSHIRE UTILITY SOLD 290 UNITS IN DRIVE

The Public Service Co. of New Hampshire reports that it recently completed a highly successful three-months' electric refrigerator campaign. The quota set for the entire company was 224 units and the final figures showed that 290 had been sold, representing 129.5 per cent of the quota.

CONSOLIDATED GAS CO. GET LARGE ELECTROLUX CONTRACT

Gas refrigeration is being installed in a large apartment at 2131 Wallace avenue, New York City, one of the largest buildings in the Bronx. Nearly two hundred families will be housed in the dwelling, and a similar number will occupy a similar apartment on the opposite side of the street. Approximately four hundred Electrolux refrigerators were required for the job, and according to the Consolidated Gas Co., New York City, it was the largest single order ever received from one builder for gas refrigerators.

Frank Atwater Named Commercial Manager of Houston G. E. Firm

Frank G. Atwater has been appointed commercial manager of the Edmundson Refrigerating Corp., Houston, Tex., distributors of General Electric refrigerators.

East Tennessee Refrigeration Co. Opens Branch Store

The East Tennessee Refrigeration Co., Nashville, opened a branch store in the McCoy building, 506 Market street, Nashville, during the earlier part of this month. Joseph Sneed has taken charge of the new office.

Gurney Refrigerator to Open New York Sales Office

The Gurney Refrigerator Co., Fond du Lac, Wis., will open a sales office at 206 Lexington avenue, New York, N. Y.

THE CONDENSER

ADVERTISING RATE fifty cents per line (this column only).

SPECIAL RATE if paid in advance—Positions Wanted—fifty words or less, one insertion \$2.00, additional words four cents each. Three insertions \$5.00, additional words ten cents each. All other classifications—fifty words or less, one insertion \$3.00, additional words six cents each. Three insertions \$8.00, additional words sixteen cents each.

POSITIONS AVAILABLE

ASSISTANT MANAGER for large established distributor organization. Must be experienced in all phases of the electric refrigeration business and have organizing and executive ability. This is an unusual opportunity for a high caliber man with a successful record to make a permanent, profitable connection. Liberal salary and override to man capable of earning \$10,000.00. Brief outline of experience necessary which will be held in strictest confidence. Address Box No. 192.

COMMERCIAL SALES MANAGER, also experienced wholesale representative. Excellent opportunity to connect with a fast growing, aggressive distributor organization. Liberal proposition to men of high character and proven ability. Necessary to outline experience in first letter. Your application will be treated confidentially. Address Box No. 193.

SALESMEN—We have openings for salesmen in various parts of the United States and Canada. Our product is KitchenAid, an electric food preparer for the home. KitchenAid is sold to the type of home that has bought electric refrigeration. Nationally advertised. KitchenAid lends itself to a demonstration that is full of action and interest and in which the prospect takes part. Salesmen who come with us find it profitable to REMAIN with us. Compensation is more than ordinarily generous and is accompanied by opportunities for advancement within the organization. The company behind the product is soundly financed and prosperous. All correspondence will be held in strict confidence. Give full particulars regarding age, experience, present earnings. Address—W. W. Cope, General Sales Manager, The KitchenAid Manufacturing Company, Troy, Ohio.

POSITIONS WANTED

THREE YEARS' EXPERIENCE at factory or service, two years as branch service manager, two years as district sales manager. Have been in the Minneapolis territory for past four years and have been connected with two of the leading electric refrigeration firms. Can give references from former connections. Consider any territory. Address, Box No. 196.

CHIEF ENGINEER with twelve years' experience in electric refrigeration is available to large manufacturers. Address, Box No. 195.

CHIEF ENGINEER AVAILABLE—Ten years' experience in electric refrigeration with leading manufacturers in charge of engineering design and production methods. Wishes to communicate with manufacturer east of St. Louis. Box No. 180.

FOR SALE

90 2-door, 8 cubic foot

135 2-door, 10½ cubic foot

60 4-door, 12½ cubic foot

cabinets, steel cased, porcelain lined; new stock—not over sixty days old. Special price.—Box 194.

B. I. H. Refrigeration Service

SERVICE, INSPECTIONS, ALTERATIONS
Repairs, Maintenance by the Year
Phones: HICK 0208W. OFFICE: 2947 St. Jean
HICK 1526J. SHOPS: 474 S. Philip
Hem. 0145W. 19429 Coventry
DETROIT, MICHIGAN

HERE'S AN IDEA!

It's Finish that counts when it comes to selling. Lustrous Ferro Porcelain Enamel will increase sales and the cost will not be high.

May we submit samples?

The Ferro Enamel Supply Company
Cleveland, O.

To Manufacturers of Electric and Gas Units

If you want CABINETS as you want them let **PUFFER-HUBBARD** build them. We work to specification.

PUFFER-HUBBARD MFG. CO.
MINNEAPOLIS, MINN.

Subscription Order

ELECTRIC REFRIGERATION NEWS,
550 MACCABEES BUILDING, DETROIT, MICH.

Please enter subscription to Electric Refrigeration News.

United States and Possessions:

☐ \$2.00 per year. ☐ Three years for \$5.00.

All other Countries:

☐ \$2.25 per year. ☐ Two years for \$4.00

I am enclosing payment in the form of

☐ Check ☐ P. O. Order ☐ Cash

Name

Street Address.....

City and State.....

Remarks

ELECTRIC REFRIGERATION NEWS

The business newspaper of the refrigeration industry

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PRICE FIFTEEN CENTS

GENERAL ELECTRIC USES TALKING FILM AT FALL MEETING

Dealers Gather in 49 Centers of
Distribution

DURING a period of 28 days, the Refrigeration Department of General Electric Co. will hold a series of sales meetings in 49 cities located throughout the United States. This group of "Open Winter" sales meetings will extend from September 16 to October 14.

Portable photophones, producing talking movies of Dr. W. R. Whitney, director of General Electric research laboratories, and T. K. Quinn, manager of the Refrigeration Department, are being used during this series of sales meetings. Dr. Whitney speaks from the screen on "The Measuring Stick of Good Health," and Mr. Quinn uses the same means to talk on the topic, "From 1927 to 1929." The talking movie of Dr. Whitney deals with the effect of temperatures on foodstuffs and it shows, with microscopic photographs, the growth of bacteria and molds. According to Dr. Whitney's observations, the positive regulation of food temperatures to a point between 32 and 50 degrees Fahrenheit increases life expectancy by preventing growth of harmful bacteria. Quoting Dr. Whitney:

"Scientific research has proved beyond a doubt that there is a specific temperature for best results in the preservation of foodstuffs. The exact temperature has not yet been determined but it is known to exist somewhere between 32 and 50 degrees Fahrenheit."

The Doctor continues by explaining that the upper limit of 50 degrees Fahrenheit is fixed because above that temperature bacteria grow very rapidly. The lower mark of 32 degrees Fahrenheit is fixed because most foods will freeze when kept below that temperature and freezing breaks down the fibres of most foodstuffs, affecting not only its nutritive qualities but also its palatability. Firing the last gun of the afternoon meetings, Mr. Quinn reviews the achievements of General Electric Refrigeration organization and makes an interesting prediction of what the future holds for the company. Because the company is making a product, "That makes it safe to be hungry," it finds a universal outlet for distribution.

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SELLING METHODS FOR GAS REFRIGERATION TO BE CONVENTION TOPIC

SIX thousand representatives of the natural and manufactured gas industry will meet in the new Municipal Auditorium, Atlantic City, October 14 to 18, when the American Gas Association holds its eleventh annual convention. The speakers affiliated with the gas industry include Samuel Insull, Jr., president of the Midland Utilities Investment Co.; Walter C. Beckford, vice-president of the American Light and Traction Co.; George E. Whitwell, vice-president of the Equitable Gas Co., and A. W. Robertson, chairman of the Board of the Westinghouse Electric and Mfg. Co. Oscar H. Fogg, president of the American Gas Association, will deliver the president's address.

Outside the gas industry, to make addresses will come such prominent men as James J. Davis, Secretary of Labor; Dr. Harvey Nathaniel Davis, president of Stevens Institute of Technology; Miss Laura Cauble, chairman of the National Committee on Sanitation; Lewis E. Gettle, chairman of the Wisconsin Railroad Commission and immediate past president of the National Association of Railroad and Utilities Commissioners; and Dr. George Edgar Vincent, president of the Rockefeller Foundation.

The commercial section of the program, which is to be given Wednesday afternoon, October 16, will devote an important part of the time to refrigeration. R. L. Hallock, of the Brooklyn Union Gas Co., will speak on "Sales Methods and Results," while E. J. Devlin, of the same concern, will cover the topic, "Load Characteristics."

Miss Dorothy Dignan, N. W. Ayer & Son, Philadelphia, Pa., will speak on "What Home Service Is Doing in Foreign Countries," following which "A Survey of Methods to Prevent Loss and Insure Gain of Domestic Cooking Load" will be presented by W. H. Tappan, of the Tappan Store Co., Mansfield, Ohio. "Developing Domestic Uses Other Than Cooking" will be handled by John K. Swanson, Minneapolis Gas Light Co., Minneapolis, Minn.

SWEDISH VISITOR



Stan Aurell

President of the Swedish Electrolux Co., Stockholm, Sweden, arrived at New York City, September 17, on the Swedish-American liner "Gripsholm" for a visit to the American office of his firm.

PROPER CARE OF FOODS IN THE HOME STRESSED AT N. Y. UTILITY SHOW

A pure food show, with exhibits, prizes, lectures and demonstrations, was held by the Bureau of Home Economics of the New York Edison Company in the auditorium of the company's Tremont office, 555 East Tremont Ave., September 16 to 20. The show was part of the National Food Preservation Program, which is being carried on this month.

Exhibitors of nationally known food products occupied booths for the entire time of the show, and electric refrigerator companies also had exhibits. Each day one or more of the exhibitors presented a special program of lectures and demonstrations on new ways to prepare foods and how to keep them fresh. These demonstrations covered breakfast, lunch and dinner. The refrigeration exhibits showed properly and improperly packed boxes. Lectures were given at intervals, explaining the points to observe in placing cooked and uncooked foods in the refrigerator.

Miss Alice McGill, dietitian, Bureau of Home Economics of the New York Edison Co., gave daily lectures and demonstrations on shopping, including discussions on the quantity of various foods to be purchased at one time and proper methods for storage until time for use. She also gave demonstrations on ways to prepare left-over dishes, and on the best method of food preservation.

CANADIAN EXHIBITION FURTHERS INTEREST IN REFRIGERATION

THE Canadian National Exhibition, which was held recently at Toronto, Ontario, Canada, did much to arouse public interest in electric refrigeration. Questions that dealt with quality, efficiency, availability, temperature, convenience, cleanliness, safety of food and operating cost were frequently asked. The old inquiries regarding compressors, evaporators and brine tanks were either overlooked or forgotten in view of progress. Food preservation and health seemed to be paramount factors in the minds of the laymen who attended the displays.

Questions were answered by representatives of the fourteen refrigeration companies present, which included Canadian General Electric Co., Electric Refrigeration Co., Alchin & Leslie (distributors for Copeland), Kelvinator, Frigidaire, Jack Frost, Haynes Wheel & Forging (distributors for Norge), Beatty McIntyre (distributors for Universal), Coal-o-Matic, Limited (distributor for Freezomatic), M. S. Gooderham Sales Co. (distributor for Welsbach), Canadian Ice Machine Co. (distributor for York), Perfection Glass Co. (distributor for Dole), Pannill Door Co. and Kristol Kold Co.

The distributors were impressed with the change which public attitude has undergone toward electric refrigeration during the past few years. Curiosity and suspicion have given way to a feeling of reliability and trust; the question of price has been superseded by the question of convenience.

Commercial refrigeration also created much public interest during the exhibition.

Increased dealer activity was noted by the exhibitors. New contracts were let, new outlets for the dealer's products were secured because the buying public now seems more receptive to refrigeration than it has been in the past.

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LASSEN JOINS STAFF OF BRINTON CO., PHILADELPHIA

Manuel Lassen, formerly chief engineer of Electro-Kold Corp., Spokane, Wash., has accepted a temporary position as consulting engineer with H. Brinton Co., Philadelphia, Pa., manufacturers of refrigeration and air compressors for the Kulair Corp. and the Franklin Air Compressor Corp.

LOOKING AHEAD

Oct. 9 issue—Featuring refrigeration equipment for the dairy and ice cream industries.

Oct. 23—Foreign trade number.

Nov. 6—New developments in domestic and commercial refrigerator cabinets.

Nov. 20—Parts, materials and accessories for refrigeration.

NEMA EXECUTIVES DRAW UP STANDARD WARRANTY

EXECUTIVE representatives of the Refrigeration Division, National Electrical Manufacturers' Association, met in Detroit, Tuesday, September 17. The meeting was held in the offices of the Kelvinator Corporation. Discussion was devoted to the proposed standard warranty covering electric refrigeration units and a proposed plan for research into the practices and profits of dealers. Attention was also given to the program for the annual meeting of the Association in Washington, D. C., October 7-11. The following were present:

George W. Mason, president, Kelvinator Corp.

Louis Ruthenberg, president, Copeland Products, Inc.

G. M. Johnson, president, Universal Cooler Corp.

H. W. Foulds, vice-president, Servel, Inc.

L. P. Bannister, merchandising advisor, National Electrical Manufacturers' Association.

FRIGIDAIRE DISTRIBUTOR IN NEW YORK SPONSORS FOOD SAFETY LECTURES

The Domestic Electric Co., Frigidaire distributors in New York metropolitan territory, is conducting special lectures and demonstrations on the subject of food preservation. Jeane Adaire is in charge of the educational work, which is in conjunction with the National Food Preservation Activity.

For the month of September the company has leased a two-story building at 606 Fifth Ave., New York City, where the special lectures are being given.

ENGINEERS DISAGREE ON SAFETY DEVICES APPROVED BY KEGEL

Chicago Health Committee to
Inspect Peerless System

SAFETY devices for multiple systems of refrigeration offered for the purpose of complying with the two-pound leakage limit, or "yardstick of safety," written into the proposed ordinance which Dr. Arnold H. Kegel, health commissioner of Chicago, is endeavoring to put through the City Council, were the principal topics of discussion at the meeting of the General Health Committee held in the Council Chamber of the Chicago City Hall Friday afternoon, September 20, 1929. At the conclusion of the meeting it was agreed that the Committee would visit the plant of the Peerless Ice Machine Company, 515 West 35th St., Chicago, next Thursday, September 25, to inspect the safety system which has already received the unqualified endorsement of the Chicago Health Department.

The meeting was one of a series of some eighteen conferences between Chicago city officials and members of the special Industry Committee appointed to handle a situation growing out of widespread newspaper publicity given to a series of illnesses and deaths which the Health Department and a Coroner's jury charged were due to the leakage of methyl chloride from multiple refrigeration systems installed in kitchenette apartments in the city of Chicago.

The multiple system set up by the Peerless Company is based on one of three theories offered by engineers as an answer to the demand of Health Commissioner Kegel that multiple systems be so devised that not more than two pounds of refrigerant can leak out into an apartment in the event of a rupture at any point in the system and that not more than ten pounds can escape into the basement or uninhabited portion of an apartment building. The Peerless set-up is based upon a theoretical design sponsored by J. J. Aeberly, of the Health Department, to meet arguments in previous sessions that the Health Department requirements were impractical from an engineering standpoint. Other methods of complying with the Kegel standard have been offered by E. T. Williams, consulting engineer of Servel, Inc., and George B. Bright, refrigerating engineer of Detroit.

Leading the opposition to all three of

(Continued on Page 2)

NEW YORK UNIVERSITY ANNOUNCES NEW EVENING REFRIGERATION COURSE

New York University, University Heights, New York City, in its Bulletin No. 26, issued June 29, 1929, on the evening engineering school, announced that it is giving a course this semester in refrigeration. The prerequisite for the course is the first year of the plumbing-engineering program.

This is one of the courses on the university's non-credit program. College credit is not given for the successful completion, but a suitable certificate is granted at the end of a year and a half of college work.

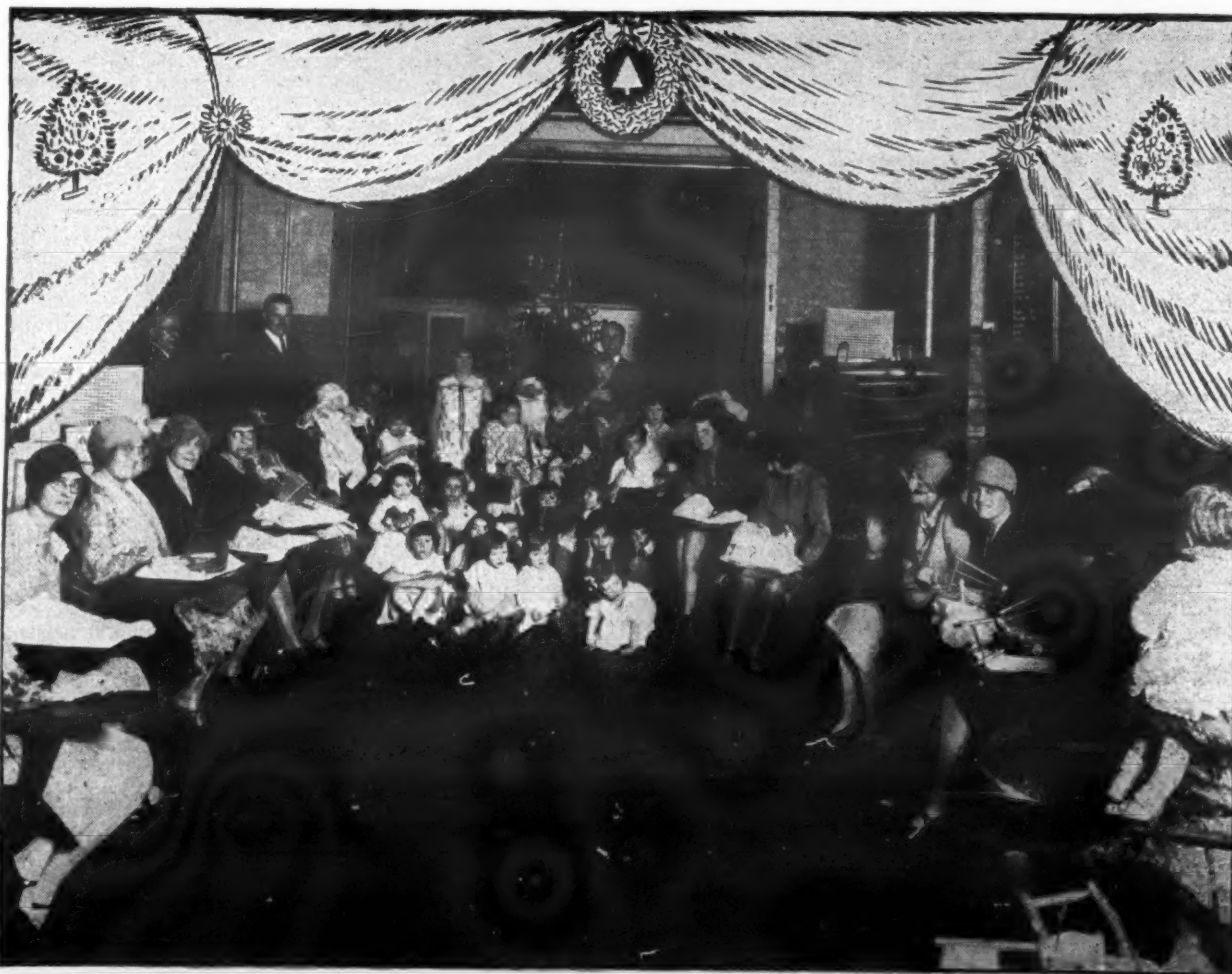
The course consists of a general study of domestic and commercial refrigeration, with particular emphasis upon the plumbing involved. Laboratory work is given on various types of refrigerators. There will also be a special study of the cooling of drinking water and its distribution in large buildings.

QUOTA SMASHED IN DRIVE BY MISSOURI UTILITY

The June-July refrigerator drive of the Missouri Power & Light Co., Kansas City, Mo., a subsidiary of the North American Light & Power Co., of Chicago, Ill., attained 145% of its quota. A total of 263 units were sold, which marks this drive as the most successful ever held by the company.

The four individual prize winners were: First, D. W. Maupin, star salesman of the Jefferson City District, who was the first man to reach his quota; L. E. McAndrews, of the same district, second prize; E. B. Green, of the Mexico District, third prize; and S. Schrimph, Jefferson City District, fourth. The non-selling members of the company helped considerably to put over the drive by securing lists of prospects for the salesmen to work on.

Christmas Suggestion: Give a Party for the Children



How Christmas spirit can be instilled in an organization was demonstrated by the Christmas Kiddie Party which was given last year to children of employees and dealers of P. H. Harrison & Co., General Electric refrigerator distributors, Newark, N. J. The children were entertained with games and motion pictures showing "Mother Goose Land," "Felix in Hollywood," and other kiddie films. As a climax Santa Claus distributed toys, including dolls, games, books, etc., to all the children after which they gathered around and sang Christmas songs.

KELVINATOR

Commercial Refrigeration Sales offer YEAR-ROUND PROFITS

Something to Think About!

Do you know that Kelvinator commercial sales during October, November, December and January normally represent 22½% of the total commercial sales for the entire year?

And that Kelvinator commercial sales to date show 95.5% gain over the same period last year?

These are facts you cannot escape. They point directly to the year-round profit possibilities of intensively cultivating the commercial field for electric refrigeration.



E. B. Mhoon, Proprietor of the Home Market & Grocery, Redondo Beach, California, writes: "I am very much pleased with my Kelvinator refrigerated cooling case—and so are my customers. Due to the clean, dry cold, meats keep their color better and

the wonderful display makes such a strong appeal that my sales increased fully 100% the first 30 days after the case was installed. It has eliminated spoilage and trimming and has greatly reduced the expense of refrigeration."

AS the late autumn and winter months approach, Kelvinator dealers are concentrating more and more of their selling effort on the highly profitable field of commercial refrigeration.

Every grocer, butcher, restaurant and florist is a prospect for reliable Kelvinator refrigeration. And with the greater volume of business done by these merchants in the winter months, the opportunities for sales are practically unlimited.

First to pioneer the incomparable cross-fin cooling unit—easily and quickly installed in any good commercial refrigerator—Kelvinator within the past six months has followed this up with the addition of six new Heavy Duty commercial refrigerator machines.

Designed to meet the special problems imposed by commercial refrigeration, these new Heavy Duty Units achieve a new high plane of efficiency—both in perfected

cooling and lubrication and by providing far longer life and quiet operation.

Kelvinator commercial refrigeration can be sold on an actual "dollars and cents savings" basis to every merchant in need of year-round refrigeration. Such installations have proven their ability not only to save money in spoilage, deterioration, etc., but in most instances have actually repaid their first cost by material savings over old-fashioned methods of refrigeration.



Model WR-40. One H. P. water-cooled unit with water-cooled compressor head. Specially designed to meet needs of large commercial installations, such as cold rooms, walk-in refrigerators and multiple apartment house installations.

Kelvinator Model 72X Cross-Fin Cooling Unit for Display Cases. Made in 3 sizes. Other cross-fin units for large commercial refrigerators are made in five additional sizes.

Upon request we will gladly forward literature describing the new Kelvinator Heavy Duty Line and the complete 1929-30 line of Commercial Refrigerating Equipment.

KELVINATOR CORPORATION

Detroit, Michigan

ESSINGTON MAKES PLEA FOR ADOPTION OF CODE OF INDUSTRY COMMITTEE

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the proposed safety schemes, Glenn Muffy, consulting engineer of Copeland Products, Inc., Detroit, and chairman of the technical committee of the Refrigeration Division, National Electrical Manufacturers' Association, insisted that ample safety measures are incorporated in the ordinance drafted by the Industry Committee, or the ordinance sponsored by Gerald F. Gearon, of the Chicago Boiler Inspection Department. While agreeing that the Peerless system is reasonably safe and that it would probably solve the problem of this one company, he attacked the scheme from several angles. Among other things, he pointed out that it does not conform to the letter of the Kegel code, even though the Health Department has agreed to accept it as being in accordance with a reasonable interpretation of the proposed regulations.

During the meeting there were outcroppings of various feuds between individuals and competitive manufacturers which have developed out of the discussion over the details of the proposed Chicago ordinance, as well as previous arguments over safety code activity in other cities. There was a renewal of the controversy between Glenn Muffy and E. T. Williams over the workability of a safety method suggested by Mr. Williams at a previous meeting of the Health Committee. (A diagram and explanation of the Williams plan was published on page 22 of the August 14 issue of the News and a revised diagram with a letter written by Mr. Williams appeared on page 16 of the August 28 issue.) Mr. Muffy testified that the Williams system would not work and that its failure had been demonstrated by a five weeks' test in the laboratory of the Frigidaire Corporation at Dayton, Ohio. Resentment was expressed by Mr. Williams that the system had been set up without his knowledge or consent, and also that he was not notified of a meeting of the Industry Committee held during the morning previous to the opening hearing of the Health Committee.

The fight between the Frigidaire Corporation and Fremont Wilson, consulting engineer of New York, was renewed with great vigor. Judge George Barrett, counsel for the General Motors Corporation, gave Mr. Wilson a sarcastic cross-examination and again endeavored to force him to reveal who pays for his services and the expenses which he must necessarily incur in traveling over the country to attend all meetings at which safety codes are discussed. Health Commissioner Kegel volunteered the information that Mr. Wilson was there at his request.

At the beginning of the meeting, the history of the effort to develop a safety code in Chicago was reviewed by Health Commissioner Kegel and comments were made by Aldermen Sloan, Taylor, Ringa and Ross. Alderman Eaton, chairman of the Health Committee, summarized the problem of the committee as follows:

"We are talking about devices—are we not going a little far afield? We should be dealing with principles. New York City has a method of safety as set forth in their ordinance, that there should be no multiples above the first floor. Should not we adopt a standard that there should be no multiples except such a multiple that will not allow a concentration of gas to escape which would be injurious to health?"

"Now the Health Department has said that the only way to do that is to say there shall not be any system, no matter whether it is Mr. Kritzer's, or Mr. Williams', or any one's, that will allow more than two pounds of gas to escape within 12 hours. We believe that it is a little more elastic and will be less prohibitive than New York. So far as I am concerned, I do not care whose arguments are given; I am not going to ask anybody. On the advice of the doctors and the Health Department, I am going to stick by the principle that no system shall be installed that will permit more than two pounds to escape within 12 hours."

"I ask Mr. Muffy or any one else—will your device live up to this standard? That is the basis we should be legislating on. We establish the yardstick of safety, and if you people cannot comply you are out of luck, just as you are in New York. If you can comply, then you have the right to force the Health Department to give you a permit, and if the Department says no, and you think you are right, then you have redress to the courts to mandamus them to comply."

"Our intention is not to approve Mr. Kritzer's device or any one else's, but it is for us as legislators to establish the measures and whether the rest of you do or don't comply, that is the question between yourselves."

Senator Essington Reviews Work of Industry Committee

T. G. Essington, former Illinois State senator, spokesman for the special Industry Committee, summarized the ef-

forts of the Committee to formulate regulations which would meet the approval of the Chicago officials and at the same time avoid the placing of unnecessary burdens on the industry. He urged the adoption of the ordinance prepared by the Committee, but agreed that the Gearon ordinance would be satisfactory to the industry. His remarks follow:

"This is rather a difficult situation. But first of all, the demand is that some one speak who knows something about it. At this point I would like to say that I am not representing any of the companies manufacturing refrigerators. I am here representing the committee that was selected by all of the companies. I have received no fees of any kind, but if the hearings should continue as long as they already have, I should expect some fees."

"I want, first of all, to agree with the Health Commissioner absolutely that safety is the foremost consideration in these hearings, that information pertaining to all phases of the question has been supplied to the committee, and that there is no demand for unduly lengthening these hearings further. As I have stated so many times, particularly the members of the subcommittee have heard it before, but for the benefit of the members of this committee who have not attended all of these hearings that I have, I want to say the industry as such, representing all of these branches and manufacturers, has attempted in good faith to co-operate with the Health Department, Boiler Department, and your committee."

"I presume that the committee will read the record. I have no doubt there are more than 1,000 pages on this case. The engineers were here and the chemists were here. They told the facts without concealment or subterfuge. First of all, Dr. Kegel presented his code. In reply to that we presented objections or suggestions with reference to that. Then the Health Department presented another code. We analyzed that carefully and we then presented the so-called revision of Dr. Kegel's refrigerator code, dated July 18, if I remember correctly. Now that revision was at that time and is today the industry's suggestion of a practical, workable code, and the last word on the subject. That revision has not been altered, and that is the industry's proposal which is pending before your committee."

"In the meantime, the Boiler Department presented the so-called Gearon code, which in many regards is similar to the so-called manufacturer's revision, and generally speaking, the Gearon code is satisfactory to those engaged in the manufacturing industry. Since that time, at least two or more suggestions have been made by the Health Department."

"At the last meeting of this committee the last suggestion from the Health Department was presented, that of the two-pound and ten-pound limitation. And as I recall it, the last suggestion of the chairman at that meeting was that time would be given in order that the industry, the Health Department, the Boiler Department, the Department for the Prevention of Fires, the Electrical Department and Building Department could meet and attempt to arrive at a conclusion. If such a recommendation could not be arrived at, the committee would take the matter in its hands and prepare and present a code."

"At the meeting, or before, three different proposals were made to comply with Dr. Kegel's two-pound and ten-pound limit. The first was the so-called Williams device, which was explained to the committee meeting. That device has been set up by the manufacturers and has been submitted to a five weeks' test. I am authorized to say definitely on behalf of the manufacturers that it will not function. The manufacturers have set up the second device, the so-called Bright arrangement. That also was set up by the manufacturers strictly in conformity with the facts presented by Mr. Bright. I am authorized to state that those instructions were not sufficiently detailed to permit the construction of an installation that would work. In other words, the device has been tried and will not work."

"The third device, the so-called Achery plan, which is that of a secondary system which encloses the entire system from the machinery room in the basement to the evaporator in the apartment, was, at the Health Department's request, set up in Mr. Kritzer's factory. That device offers protection and provides it with reference to the piping, the tubing, between the machinery room and the evaporator. That provides some protection against those leaks in tubing which it has been stated by Mr. Usher do not occur as a practical matter. Therefore, the industry represented by the committee for which I appear, states emphatically and unequivocally that they cannot be practically adapted to the system of refrigeration in general and national use. Therefore, the industry, on the basis of its tests, demonstrations and set-ups, declares that those three solutions are not practical solutions."

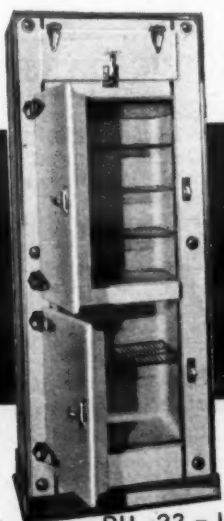
"Now this is the practical solution as presented by the industry. The industry has presented an ordinance which contains items very similar to the so-called Gearon or Boiler Department ordinance, which changes the character of

(Concluded on Page 18)

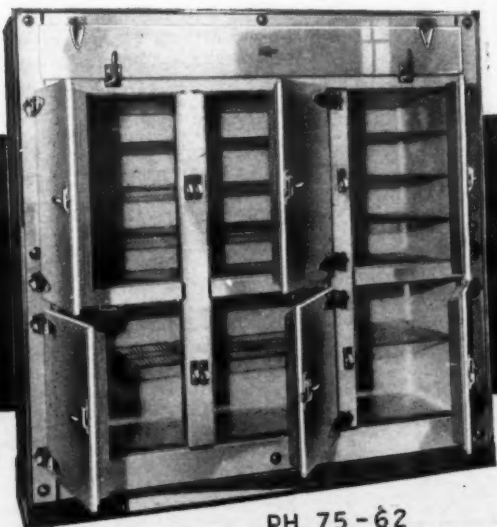


PL 75-62

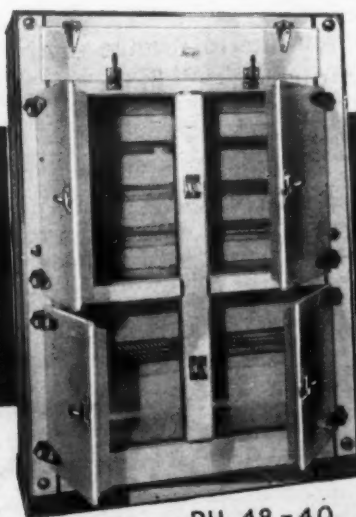
COMMERCIAL CABINETS BY *Seeger* SAINT PAUL



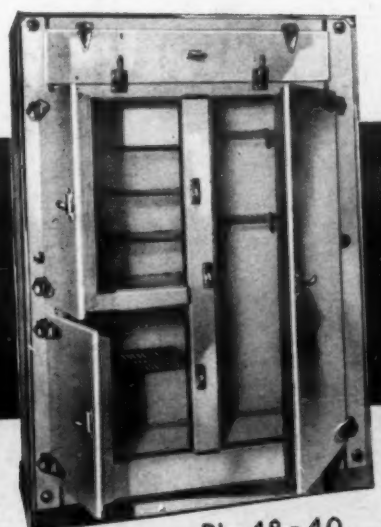
PH 22-18



PH 75-62



PH 48-40



PL 48-40

Drastic Price Reductions

ON
BOHN all-porcelain base cabinet models

WHITE PORCELAIN, OUTSIDE
AND INSIDE

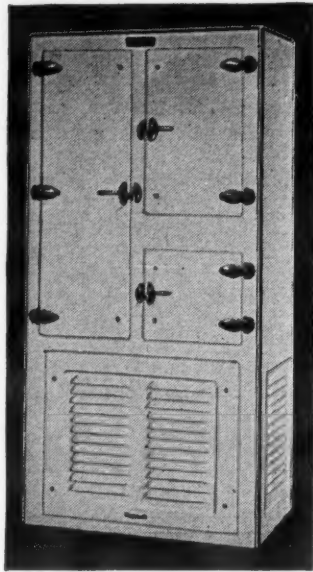
5, 6, 7, 9 and 12 Cubic Feet of Food
Storage

The handy base cabinet may either be used for refrigerating machinery or the storage of cooking utensils, canned goods, vegetables, etc.

These beautiful BOHN refrigerators, with their heavy insulation, sturdy general construction, and patented air-circulating principles, are an assurance that your units will render perfect refrigeration and do so economically.

Write for details of these remarkably low prices.

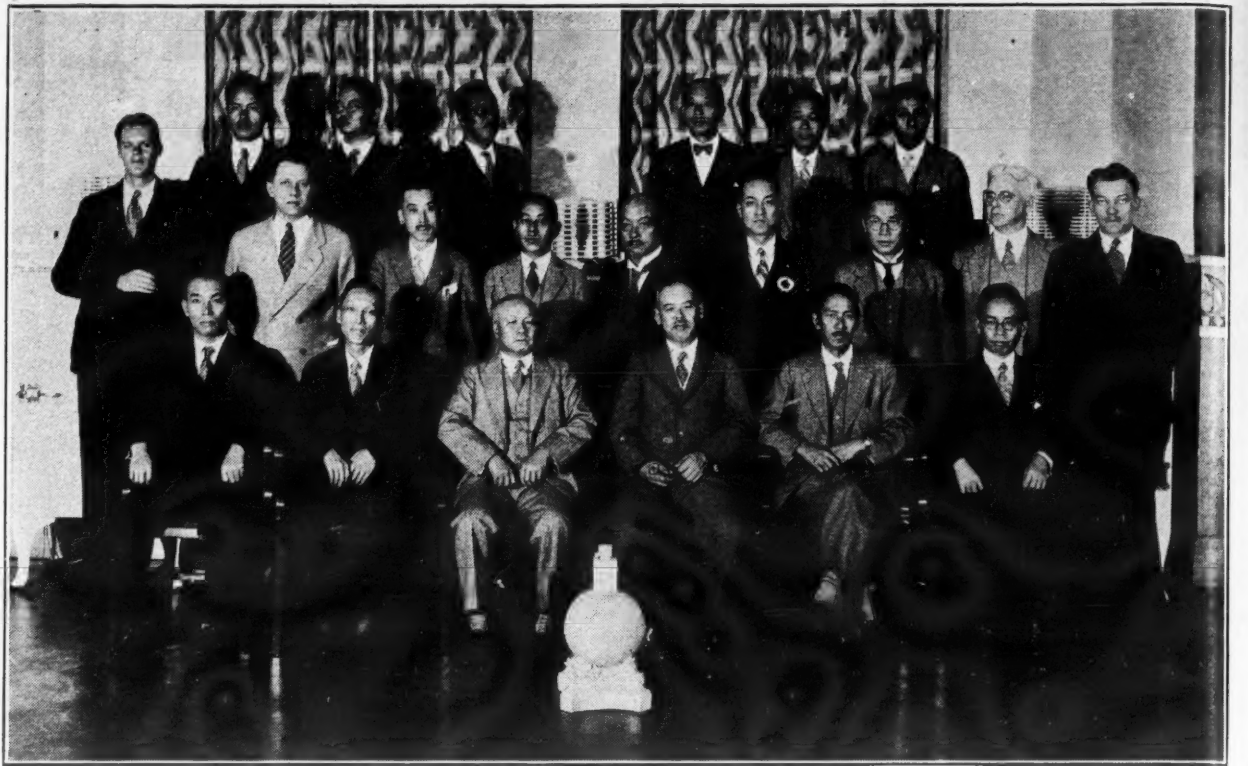
Many models for remote installation are also greatly reduced.



Bohn is the World's Largest Builder
of Quality Refrigerators

BOHN REFRIGERATOR COMPANY
SAINT PAUL, MINNESOTA

Japanese Utility Men Study Electric Refrigeration And Its Value As A Load Builder



SEVENTEEN members of Japan's great light and power industry visited the offices of the Electric Refrigeration Department of the General Electric Co., Hanna Bldg., Cleveland, September 13, to study electric refrigeration and its value as a load builder. The visitors were: H. Ihara, director, Mieyodo Electric Co.; T. Hata, chief engineer, Niigata Hydro Electric Co.; M. Kihara, director, Teikoku Rengo Lamp Co.; S. Kunitomo, manag-

ing director, Chuo Electric Co.; H. Miyata, director, Kyushu Electric Railway Co.; W. Mori, business manager, Toho Electric Power Co.; K. Murakami, director, Kyushu Hydro Electric Co.; R. Musha, managing director, Keijo Electric Co.; F. Nishida, general affairs head, Osaka Lamp Co.; K. Ogata, business manager, Kumamoto Electric Co.; B. Sakaguchi, director, Hiroshima Electric Co.; K. Sakai, in charge of sales to foreign countries, Tokyo Electric Co.; F. Sata, chief engineer, Osaka Electric Power Co.; K. Sugiyama, engineer, Tokyo Electric Light Co.; K. Takechi, manager, Iyo Electric Railway Co.; S. Tejima, in charge of licensee companies, Tokyo Electric Co.; M. Yamashita, manager of

lighting, Osaka Municipal Electric Department.

At the Refrigeration Institute of the General Electric Co., the Japanese men were shown the films describing the development of the all steel refrigerator, the cycle of operation, the advertising and sales promotion film, and were addressed by A. C. Mayer, merchandising service manager on "Electric Refrigeration as a load builder," and salesman training.

One of the most interesting events of their visit was the showing of the new photophone equipment on salesman's training. These films are the most modern talking motion picture equipment, used for the first time in the training of salesmen.

Will it pay you to use Anaconda Die-Pressed Parts in Brass, Copper or High Tensile Strength Bronze Alloys?

A careful checking of the following questions may point the way to the improvement of your product, the lowering of your costs—or both.

- 1 Do you require large quantities of small, complicated metal shapes?_____
- 2 Would the high tensile strength of Anaconda Die-Pressed Parts—nearly twice that of brass castings—be of value in your product?_____
- 3 Could you take advantage of this high tensile strength to save costs by using less metal?_____
- 4 Would your product be benefited by the uniform density of Anaconda Die-Pressed Parts which are gas, air and water tight?_____
- 5 Would you find it profitable to use parts free from both interior and exterior defects and so smooth of surface, and close to dimensions, as to require very little machining?_____
- 6 Are you sufficiently interested to send blue prints, sketches or models of parts required, with information as to quantities, in order to obtain quotations?_____
- 7 And would you like to receive sample shapes showing the quality and finish of Anaconda Die-Pressed Parts?_____

PLEASE ADDRESS:

THE AMERICAN BRASS COMPANY
GENERAL OFFICES: WATERBURY, CONNECTICUT
Offices and Agencies in Principal Cities
Canadian Mill: ANACONDA AMERICAN BRASS LIMITED,
New Toronto, Ontario

**ANACONDA COPPER
BRASS ANACONDA BRONZE**

SERVEL CONDUCTS BIG SCHOOL AT EVANSVILLE

Servel salesmen, headed by Edward McGinnes, director of domestic local sales, Southern Indiana Gas and Electric Co., distributor for Southern Indiana and Illinois and western Kentucky, were present at the two-day sales school under the direction of W. H. Aulsebrook, Servel, Inc., representatives, held September 9-10 at the Hotel McCurdy, Evansville, Ind.

Talks were made by E. H. Culver, commercial sales manager, and V. E. Vining, general sales manager, Servel, Inc., on features of the 1930 product and more effective sales methods.

The school was one of 28 similar meetings covering every Servel distribution area in the United States, to give every Servel dealer and salesman within a fifty-mile radius the opportunity to become better acquainted with Servel products and sales methods.

OMAHA FIXTURE AND SUPPLY TO INCREASE PRODUCTION

The Omaha Fixture and Supply Co., Omaha, Neb., has leased an additional three-story building in order to acquire facilities for increased production. This firm manufactures display cases adapted for use with electric refrigeration as well as a complete line of furniture for stores. The factory now employs 100 men and will increase this number 20 per cent as soon as the new space is available.

SPARKLETS WILL DEMONSTRATE AT GAS ASSOCIATION CONVENTION

Sparklets, Inc., New York, N. Y., will have an exhibition in booths 113 and 115 at the American Gas Association convention, which will be held in the new municipal auditorium at Atlantic City, Oct. 14-18. Sparklet syphons will be featured and home economists will demonstrate the Sparklet method of making ice cream.

FRIGIDAIRE TO BUILD ADDI- TION TO FACTORY IN DAYTON

The Frigidaire Corp., Dayton, Ohio, has taken out a permit to build a factory and workshop addition at 340 Taylor St. The building will cost \$16,000.

Gurney Co. Appoints R. J. Mitchell Technical Consultant

Gurney Refrigerator Co., Fond du Lac, Wis., announces the appointment of Robert J. Mitchell, Wabash, Ind., as a technical consultant.

DAILY TO SPEAK AT DIRECT MAIL ADVERTISING CONVENTION

Walter J. Daily, sales promotion manager of the General Electric Co., Cleveland, Ohio, will be one of the speakers at the Direct Mail Advertising Convention to be held this year at Cleveland, Ohio, October 9-11. Mr. Daily will speak on "How Direct Mail Was Used in Merchandising the General Electric Refrigerator."

WAGNER APPOINTS PATTILLO PITTSBURGH MANAGER

Wagner Electric Corporation, St. Louis, Mo., announces the appointment of James G. Pattillo, Jr., as manager of its Pittsburgh branch sales office. Mr. Pattillo was graduated from the University of Pittsburgh, then received further electrical engineering schooling as a student engineer at the Wagner plant. After completion of the Wagner course he was transferred to Pittsburgh as a salesman. It was from this position that he was promoted to branch manager.

DAYTON DISTRIBUTOR TO MOVE COMMERCIAL HEADQUARTERS

H. W. Prior, Frigidaire distributor for Dayton, Ohio, will move his display and sales headquarters for commercial equipment to the Nancy Green Bldg., corner of Second and Jefferson Ave., as soon as extensive alterations have been finished.

BIRMINGHAM DEALER SELLS 193 UNITS IN AUGUST

The Birmingham Gas Company, Electrolux dealer for Birmingham, Ala., sold 193 units during August, exceeding its quota almost one hundred per cent. This company has exceeded its quota each month since it began handling the Electrolux in May, 1929.

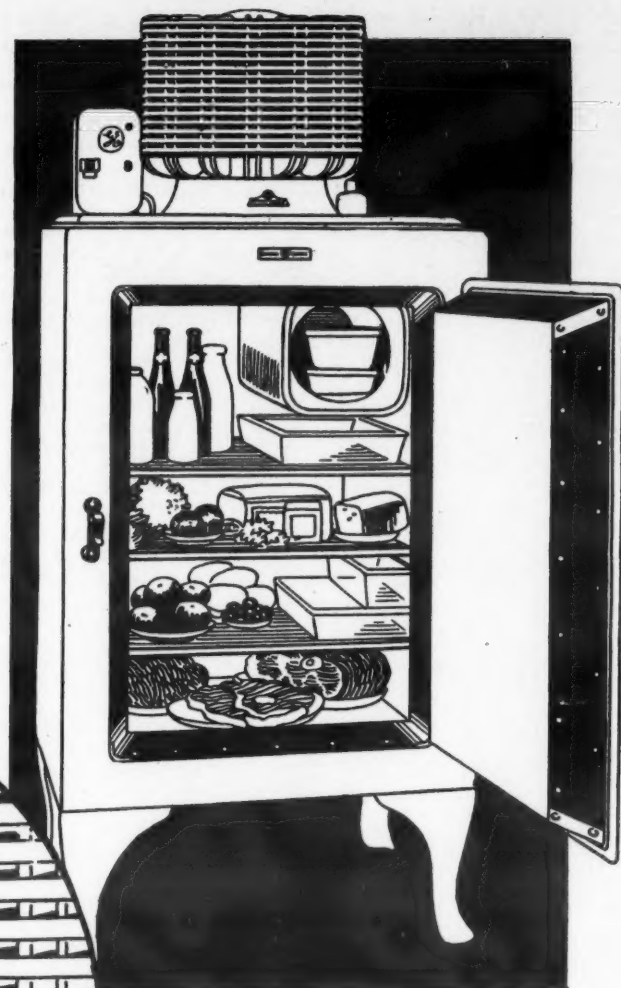
ELECTRIC DEVICE CO. MOVES

The Electric Device Co., General Electric refrigerator distributor in Springfield, Mass., has moved its offices to the new Arcade Building, at 167 State St. where the concern will have the advantages of an arcade display room, which is visible from the second story corridor of the building, and a show window strategically located just opposite the corner of State and Dwight Sts. The main show room and warehouse of the company will remain at 119 Dwight St.

Ice Hauled Across Desert Stored in Electro-Kold

Ice, hauled across 30 miles of desert country is now stored in Electro-Kold commercial equipment which was recently installed at Kettleman City, Calif.

FIRST *to be equipped with* an **ACCESSIBLE FREEZING REGULATOR**

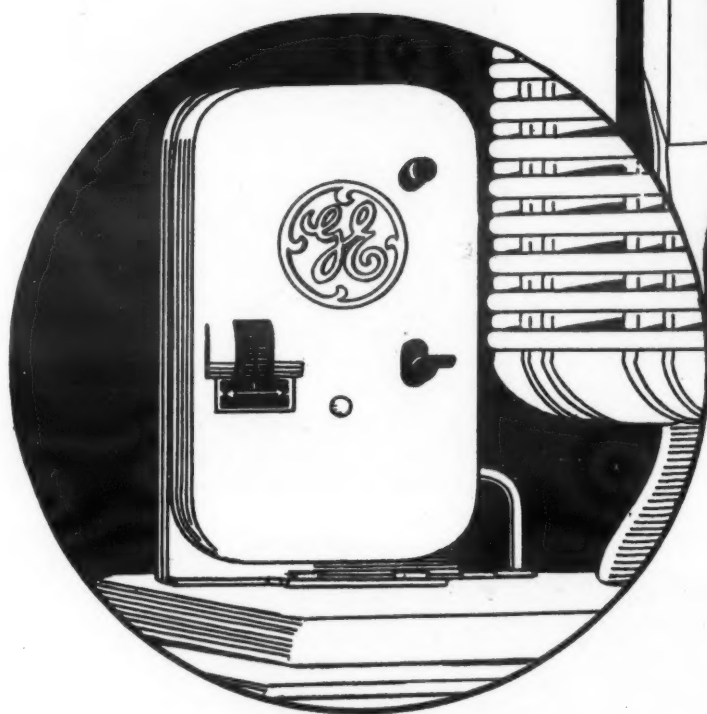


Not only has every General Electric Refrigerator since the very beginning had a *simple device to regulate freezing speed*, but General Electric was the *first* to put this convenience in an *accessible* place and make it *easy* for the owner to use it.

It is *on top* of the cabinet, with the rest of the mechanism, where it can be seen and adjusted with least trouble. It gives *quicker cold* when needed.

Ordinarily the usual low temperature in the General Electric Refrigerator is sufficient for all food preservation purposes, *as well* as for the normal rate of supplying ice cubes. But there are times when a greater degree of cold is required—for emergency desserts or a still greater number of cubes in a hurry.

However, it must be realized that adjusting *any* freezing regulator to provide a greater degree of cold will mean a corresponding increase in current consumption. This is true of the conventional refrigerators as well as the General Electric, but it is a fact that is often overlooked. In fairness to owners, this should be called to their attention.



A convenience that gives quicker refrigeration when necessary

Other Points of Superiority

Now more than 300,000 users and not one has spent a single dollar for repairs.

The General Electric Freezing regulator has been scientifically designed to provide proper low temperature at all times with the *fewest adjustments*. It does not have to be constantly resorted to. After all, in a practical refrigerator, the freezing regulator may be likened to the emergency brake on an automobile—to be used only on rare occasions.

Only the electrical and engineering supremacy of the General Electric research laboratories could have made possible such a simple and effective device as the freezing regulator used on all General Electric Refrigerators.

GENERAL ELECTRIC

ALL-STEEL REFRIGERATOR

ELECTRIC REFRIGERATION DEPARTMENT OF GENERAL ELECTRIC COMPANY, HANNA BUILDING, CLEVELAND, OHIO

PLAN YOUR CHRISTMAS WINDOW DISPLAY NOW!

Select the Right Way to Display the Gift Refrigerator

By Ernest A. Dench

SOME appliance retailers delude themselves that anything will do for a gift display so long as it is burdened with the Christmas "atmosphere." "Burdened" is right. The resulting exhibit reminds us of the young woman who, in her zeal to look healthy, plasters her cheeks with rouge, forgetting that a little "war-paint" will go a long way, if judiciously applied. "Atmosphere" without discrimination is as true of the feminine toilette as it is of the appliance dealer's show window.

Two important electric refrigerator outlets—the manufacturer's key city sales agency and a prominent public utility—last December committed a number of crimes in the good name of window display salesmanship.

Innocently Helping the Ice Man!

Here was this company hoping to push the electric refrigerator as a Christmas gift to the family. Well, to trim a long story short, the setting hinged on a series of snow banks surrounding a large decorated Christmas tree. So far, so good. To the left of the tree was an electric refrigerator in its gift wrappings. Still on the right sales trail. Then the climax, which killed the sales punch. At the right of the tree a large (for a toy model) ice wagon filled with crystal blocks of ice, for which crystal sugar served. An innocent boost for the ice man in a most unlikely quarter. The concluding bombshell was the show card copy:

"In winter, no less than in summer, is ice needed in the home.

The utility gift—the

ELECTRIC REFRIGERATOR."

What a combination of discord! Had the trim been inspected by the commercial manager in time, the display might have been salvaged by changing the sign to read as follows:

"Let Electricity Be Your Iceman this Christmas and on Through the New Year."

To Which Room Does the Refrigerator Belong?

The mistake of the manufacturer's key city sales manager was to strain the plausibility of the staged living room setting. It was a charming home study, with the Christmas tree near the fireplace, a table full of gifts, and, to top it all, a new electric refrigerator stationed at one side of the fireplace. The appliance bore a gift tag, "From Dad to the Family."

Now, if Dad intended the bulky gift to be a complete surprise—as no doubt was the intention—he would hardly have it lugged into the living room and left there. More likely he would have arranged with the local agent to have it installed in the kitchen while the rest of the family were downtown on a gift shopping expedition; the old ice box carted away and the perishable foods transferred. That would have been the complete surprise. In this case a kitchen setting would have been more apropos.

Enough of constructive criticism. Let us camp on the hospitable and receptive doorsteps of other retailers—who know their gift display salesmanship.

King Winter and Santa Claus are about equally divided in popularity as star contributors of the necessary Christmas "atmosphere." The same old "stuff," yet garnished with refreshing variations of treatment.

A Northern Winter in Florida

The Wright Electric Company, Deland, Florida. A northern winter environment, mainly brought about with cotton batting and mica snow. Santa and his reindeer—driven sleigh cut-out—making their way over the solidly frozen lake, represented by a large silvered mirror spread flat on the floor. The electric refrigerator placed in the gift class by an outer covering of white tissue paper, red ribbon bows, and gift seals. A wide gap in the tissue wrappings to show the doors of the appliance; otherwise it might resemble a "box of mystery."

Santa's Log Cabin Home

Carolina Power and Light Company, Manning, South Carolina. Painted background drop of a typical southern log cabin; peering out of the one window of which was the cardboard countenance of Santa. Well might he debate on the advisability of venturing out, with the wintry countryside to be navigated. Parked outside was his sleigh, on which had been piled an electric refrigerator, labeled the "Christmas Gift to the Family."

Modified Use of Gift Wrappings

The Northern Indiana Power Company, Kokomo, Indiana. This organization omitted the tissue paper in giftizing the iceless refrigerator. Their compromise was to run a wide band of scarlet ribbon about two-thirds of the way up, finishing off same with a loose but generous bow at the middle. A gift tag, captioned, "The One-For-All Christmas Gift," was fastened to the food compartment door.

Next in a straight line at the rear

was a life-size cut-out of smiling Santa, gift pack in hand, inscribed with "Give Something Electrical." To the far right, an electric range, with a large ribbon bow dangling from the oven door. Cotton batting floor and a painted backdrop of the snow-swept countryside supplied the finishing touches.

Ingenious ideas are not a monopoly of any one trade. Outside inspiration is an effective tonic when one is mentally off-color. What will chase away an outbreak of staleness are the following displays, which we have adapted to electric refrigeration exploitation, from the automotive trade:

Novel Use of Skylight

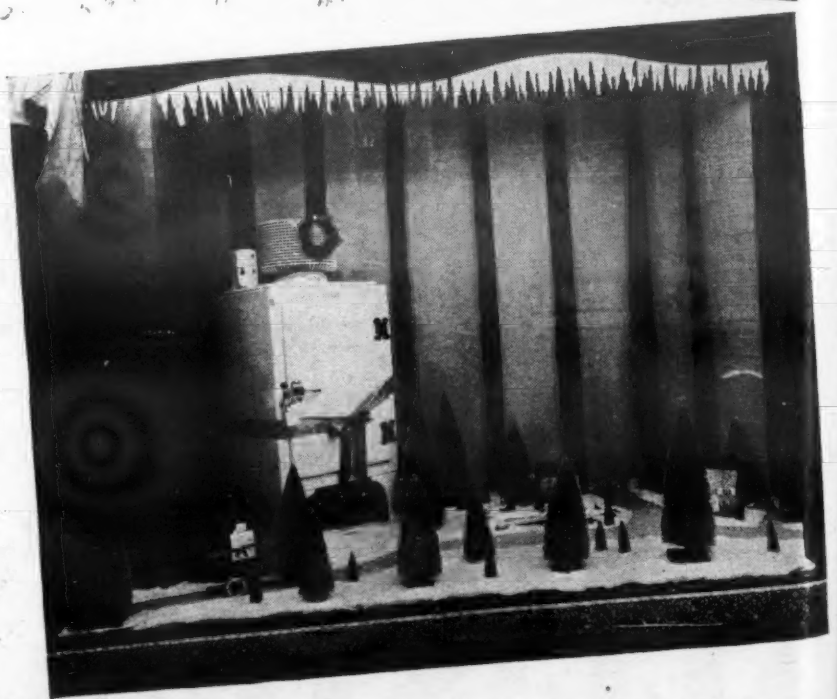
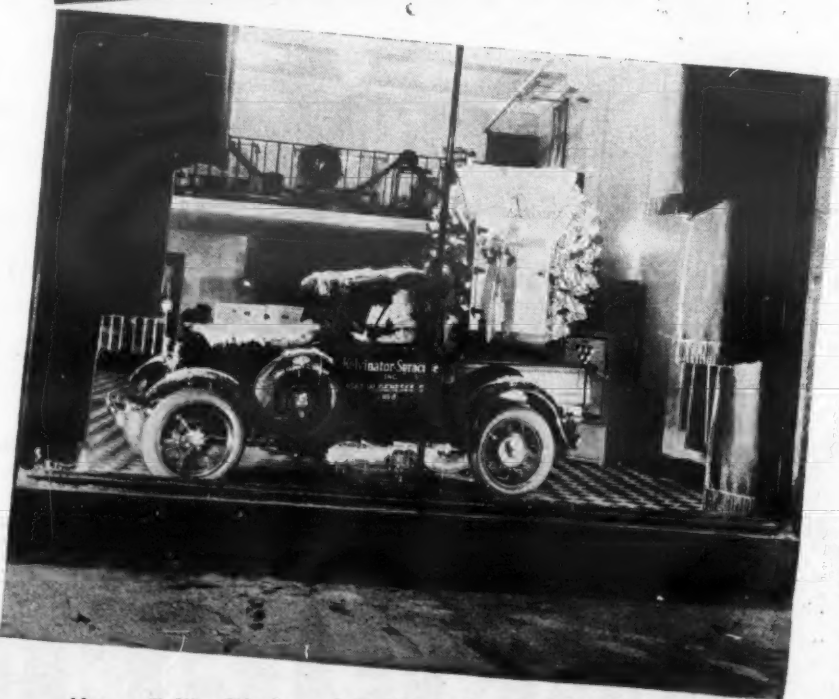
From a carpenter's shop or lumber yard borrow an old residential skylight, which place on the window floor in a tilted elevation, after first treating it to an application of mica snow. Deliberately break the glass part of the skylight (of course, compensating the carpenter for the damage) to make jagged edges, from which, in the act of emerging, place the largest size burlap bag you can procure. This will represent Santa's gift pack, with the main contents—an electric refrigerator—placed sideways on the floor, as if just dumped there. Put a gift tag on the model.

Windshield Wiper in New Capacity

The second layout is a festive version of the "peephole" gag. Cover practically the entire window glass with snowflakes—in reality, dabs of cotton batting snow strung on black thread lengths. Leave a large cleared square portion of the glass at the middle; where have a windshield wiper (operated by an electric motor) in operation. The first thing that should be seen by the spectator, after peering through the opening, should be the electric refrigerator in its gift wrappings.

Display Suggestions

(Right)—Window display showing how Canadian prospects were presented the Christmas message of the electric refrigeration by the County Electric Refrigerator Co., Toronto, Ont., Canada, General Electric refrigerator dealers for the County of York. Below—Related merchandise in the Christmas window display of Lewis & Conger, Sparklets and Kelvinator dealers in New York, N. Y., last year induced many shoppers to enter the store and inspect the models on display.



Above (left)—Display of Portland Gas & Coke Co., Portland, Ore., featuring Electrolux refrigerators, as suitable Christmas gifts. (Right)—Kelvinator, Ltd., London, England, attracted attention with a typical English setting of a winter night showing Father Christmas directing the operation of lowering a Kelvinator down the chimney. Below (left)—

Kelvinator-Syracuse, Inc., N. Y., presents Santa Claus at the wheel of his new Model A in which he is delivering a Kelvinator. (Right)—Miniature country setting in window display of Storz Electric Refrigeration Co., Omaha, Nebr., depicting the transportation of a General Electric refrigerator.

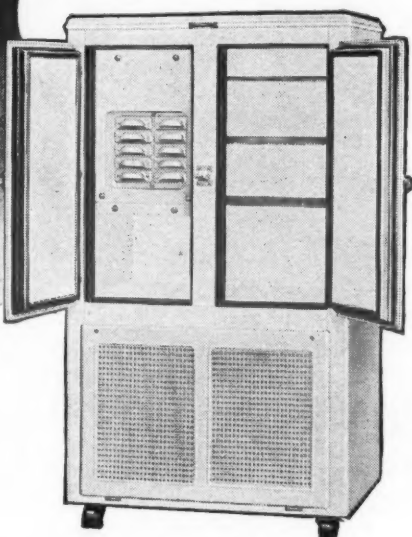
2 PROFITABLE MARKETS

*Do you sell
to each
of them
?*



THE HOUSEWIFE

Domestic sales have just begun. This active, increasing market is easily sold with the beautiful Servel.



THE RETAIL DEALER

The steady, year-round business of the Commercial field is the stand-by of many Servel Dealers.

Servel Dealers reach the home and the shop and make valuable sales to each

THE Servel line is a double line... it allows you to build a complete refrigerating business... to take the profits from two markets instead of one. The Domestic and the Commercial lines help sell each other—and together they build a better year-round business than either one alone.

Outstanding advantages—The domestic Servel has better sales points... and more of them... Glance over these:

Whisper-like quietness... more ice-cube capacity... and faster freezing... surprisingly moderate current consumption... absolutely dependable operation in any season... superior mechanical arrangement... unusual beauty of line and finish...

And besides these elements of superiority, Servel has many little refinements that win every woman's favor... such as a waist-high bottom

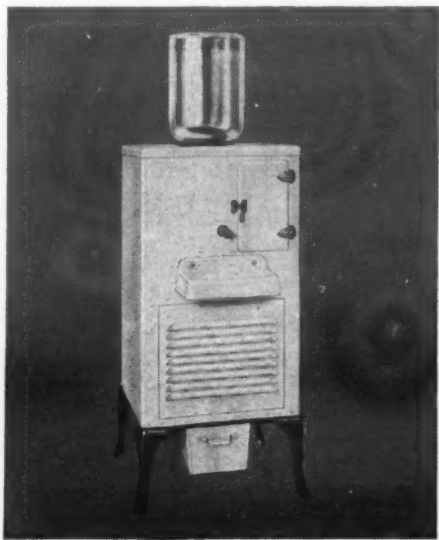
shelf to save stooping... wide, roomy shelves... rounded corners in seamless porcelain liners that clean with a stroke of the cloth... and a 5-coat exterior finish, velvety, yet absolutely chip-proof. You can sell more refrigerators when you have sales points like these.

Complete sales offer—The domestic line is complete for every size family. Models range from 5 to 10 cubic feet and from 48 to 168 ice-cube capacity. Each model comes in white, gray and white, or, if desired, colors are available.

Flexible commercial line—Servel commercial units are so flexible that you can build up practically any installation from stock... with parts so light that one man can erect an ordinary job... with engineering so simplified that a salesman can complete all necessary calculations on his first call.

Together, the Servel commercial and domestic lines make the most attractive franchise available in your city. Both lines are at the top of their field in quality, and together they allow you to go after every bit of electrical refrigerating business.

If you are prepared to handle a *complete* refrigeration service like this one, write to our main office. We want to discuss the profit possibilities in your city.



SERVEL SALES, Inc.

EVANSVILLE, INDIANA

DISPLAY "RELATED MERCHANDISE" TO ATTRACT

Suggestions for Gifts and Prizes

A suitable reward for the customer who turns in the name of a new prospect, or who assists in the selling of another electric refrigerator, is some article which will add to the customer's enjoyment of her own machine.



(Above)—The Gardner Ice Cream Freezer, now being distributed exclusively through the General Electric organization, is made by Freezer Inc., Keith Bldg., Cleveland, Ohio.

(Left)—The Sparklet Syphon for carbonating beverages and for making ice cream by the aeration process, is made by Sparklets, Inc., 19-25 West 44th St., New York.



Silver ice tongs, ice bowl, water pitcher and a set of six frozen dessert dishes, being sold through Kelvinator dealers, are made by International Silver Co., Meriden, Conn.



This is a National Message to the American Housewife

Good Housekeeping Institute

Recommends Proper arrangement of foods in your refrigerator, and KVP advises the use of Proper Papers for food wrapping and protection. There is a big difference—to get the most good out of your refrigerator are you using both KVP Refrigerator Papers?

There's Household Parchment for cooking and for wrapping all greasy, moist and wet foods—it's boil-proof—it wears—use it again and again. KVP Heavy Waxed Paper "Cutter Box" seals tight (one sheet will do)—keeps the moisture in or keeps the moisture out as desired. Remember, all foods should not be wrapped in Waxed Paper—for 100% results use the famous pair of KVP food wrapping and cooking papers.

To your Grocer, Stationer, Hardware, Department Store and Neighborhood Merchant first; if they cannot serve you, KVP will pay the parcel post.

Send \$1.00 for the two big 50¢ rolls (West of Missouri and South Coast States, 60¢ per roll, both for \$1.20 postpaid).

FREE When ordering, mention this ad for a Miracle Paper Dish Rag and interesting samples for you and your friends.

KVP STANDS FOR "THE WORLD'S MODEL PAPER MILL" KALAMAZOO VEGETABLE PARCHMENT CO. KALAMAZOO MICHIGAN U.S.A. MANUFACTURING WORLD-WIDE FAMOUS FOOD PROTECTION PAPERS

If you are in any way interested in Electric or Gas Refrigeration...read the above over twice because it will mean much to you...this is our National message to the American Housewife in cooperation with your refrigerator sales campaigns. Write for samples and advertising ideas that sell your refrigerators to new customers and keep old customers interested.

Three Aids To Better Joints

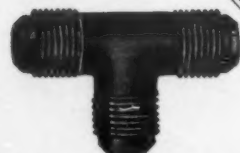
Imperial Tube Cutter



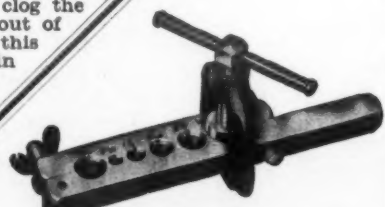
Here is a highly efficient tool for cutting copper, brass, block tin and lead tubing. It takes all sizes of tubing from 1/8" to 3/4" and makes a right-angle cut, quickly and cleanly, leaving no burrs or chips to clog the line. The tubing does not become out of round as when put in a vise. When this tool is used, tubing can be cut in half the time required by old methods and a far better job results. No. 94-F Tube Cutter, each

Brass Forgings

\$2.50



Accurately made to meet all the requirements of Iceless Refrigerator Manufacturers. Will not leak. Let us quote on your requirements.



Imperial Flaring Tool

The Imperial Flaring Tool gives the proper flare and taper to the tubing for making up joints. A perfect flare means a tight joint, and this tool does the work in the least time and with the utmost simplicity. No loose dies—no vise necessary. No. 93-F takes tubing sizes 7/16", 3/16", 1/4", 5/16", 3/8", and 1/2", each \$3.00. No. 95-F takes tubing sizes 1/4", 5/16", 3/8", 1/2" and 5/8", each \$4.00.

IMPERIAL BRASS MFG. CO., 565 So. Racine Ave., Chicago, Ill.

REFRIGERATOR DISHES ARE PROFITABLE SIDE LINE FOR XMAS TRADE

Pyrex refrigerator dishes are a side-line that can easily be worked into a Christmas merchandising plan. These dishes are a new addition to the Pyrex Ovenware line.

They are made to fit snugly into the refrigerator, and neither heat nor cold will break them. These dishes are made with square corners so that every inch of space is utilized, and the corners have a rim which keeps the dishes from slipping if they are stacked. By the use of these dishes more food can be stored in a small refrigerator.

The dishes can be used for four different purposes. They are utilized for baking, serving, storing and rewarming of foods. The close covers keep food odors from permeating throughout the refrigerator. The set includes ten pieces: a casserole, pie plate, oblong pan, loaf pan for meat, and six custard cups.

CHRISTMAS NEWSPAPER HELPS APPLIANCE SALE

A Christmas newspaper sent out last year by the Georgia Power Co., Atlanta, Ga., combined with its subsidiaries, Augusta-Aiken Railway & Electric Corp. and the Mutual Light & Water Co., suggested Christmas gifts of electrical appliances for every member of the family. The paper was sent to all of the customers of the three companies.

The paper was five columns wide, sixteen inches long, and had sixteen pages. It was printed on light green paper. Advertisements of the various electrical appliances, such as refrigerators, lamps, toasters, washing machines and vacuum cleaners were scattered throughout, giving it the appearance of a daily paper. The advertisements all stressed the idea that people really want and enjoy electrical gifts.

The articles carried this idea out still further. They combatted the idea that people want frivolous gifts. One article entitled, "After Christmas Has Gone—" brings out the point that an electrical

And a Little Circular Sold It

IT pays to leave a piece of literature regardless of how positive the prospect is that she is not interested in mechanical refrigeration. This we may conclude in the light of the experience of Charles R. Streamer, president of the Copeland-Streamer Company, dealers in electric refrigerators in Boulder, Colo.:

There was one well-to-do family in the community who had been

approached by all refrigerator companies as potential prospects, but they never received a courteous reception. Streamer knocked at the door one day, intending, if possible, to discuss the proposition with the lady of the house. But she met him at the door with the declaration that they had two ice refrigerators—one upstairs and one in the basement—were well satisfied with the results they were obtaining, and were not and never would be interested in an electric outfit.

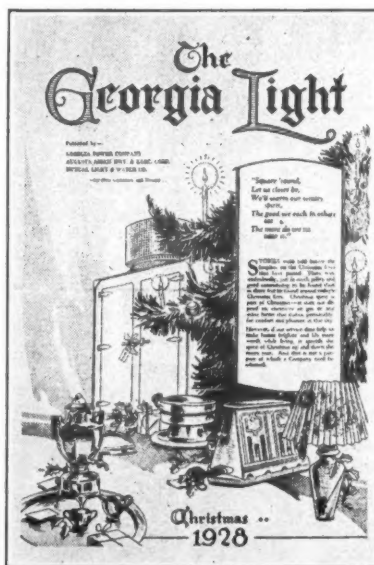
"I was just going by," exclaimed Mr. Streamer, "and merely wanted to leave you this little piece of literature. You might be interested in the mechanics of an electric refrigerator, at any rate."

She took the circular and slammed the door in his face.

Two days later the woman telephoned him. Her story was to the effect that a friend had been over to visit her, the friend had an electric refrigerator and was so well pleased with it that her interest was aroused. "She thinks I should have one," the lady explained, "and since I still had your circular, I looked it over and decided to call you for more information."

Needless to say, Mr. Streamer lost no time in supplying additional information, with the result that before the end of the week he had sold the woman one of the highest priced machines in his line.

The moral of this tale, Mr. Salesman, is, always leave a piece of literature regardless of how discourteous the prospect may be when you ring her doorbell. You never know when a friend of the prospect will sell the machine for you.



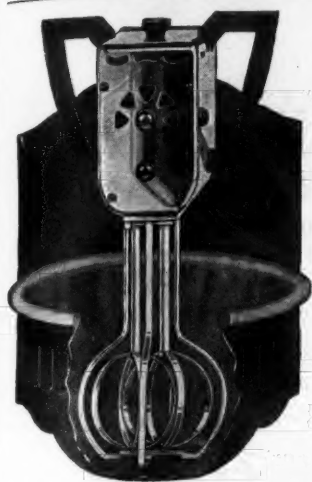
Christmas Newspaper

gift is a permanent thing which the receiver can use throughout the year. It goes on to list small appliances which were not only useful but enjoyable.

New Christmas recipes, especially designed for being made on electrical stoves, toasters and grills, were prominently written up and displayed.

On the last page the paper announced that prizes would be given for the most festively lighted house in Atlanta. Suggestions were given about designs, and advice about the kinds of lamps and lighting to use.

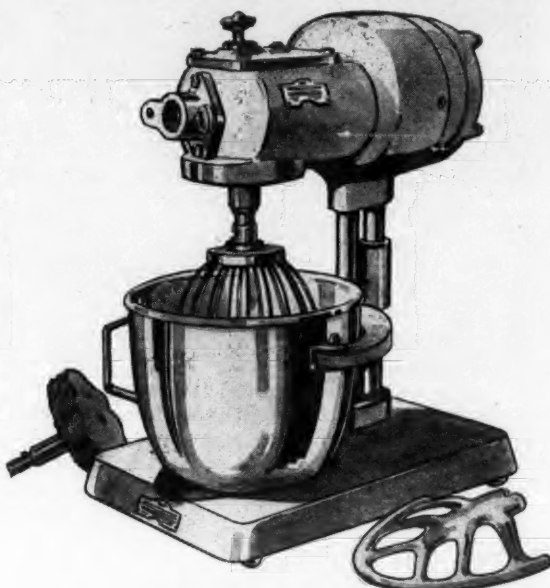
CUSTOMERS AND PROSPECTS INTO YOUR STORE



The new senior Dorymer electric food mixer is made by A. F. Dorymer Manufacturing Co., 2620 Greenview Ave., Chicago.

What Is Related Merchandise?

Any product of the modern labor saving type which facilitates the preparation or serving, or adds to the attractiveness, of foods and beverages from the electric refrigerator is a logical item of "related merchandise" for the dealer to display, demonstrate and sell.



Gem Kitchen Mechanic, manufactured by the Gem Appliances, Inc., 280 Madison Ave., New York, N. Y., is a machine which, in many instances, is sold to the same type of a home that buys an electric refrigerator.



The Flexo-Tray, made of rubber, in sizes to fit all standard makes of electric refrigerators, is distributed by George Dwelley, Inc., Curtis Bldg., Detroit, Michigan.



A twenty-piece set of stainless kitchen cutlery, manufactured by the Samson-United Corp., Rochester, N. Y., is being offered by Kelvinator dealers as a special premium.

Why Should Electric Refrigerator Salesmen Advertise Tires?

By Willis Parker

IN a recent conversation with an electric refrigerator salesman, I asked him why he did not have something in the nature of an advertisement, for the make of refrigerator he sold, on the tire cover on the rear of his automobile.

"Why, I don't want my competitors to know where I am," was his reply. "If I should have such an advertisement on the rear of my car, and if my car were parked in front of the home of a prospect where I was endeavoring to close a sale, salesmen representing competing companies would know I was there, would come around later, if not at that time, to talk the prospect away from me, if possible."

A few days later I met a salesman of a competing company. He had an advertisement of his product on the tire cover on the rear of his car, and, remembering the argument presented by the first salesman, I asked if it were wise to so widely proclaim his identity. "Don't you suppose the other salesmen will keep track of your movements and try to take your prospects away from you?" I asked. And further explained the possibilities.

"It isn't necessary for my competitors to have advertisements on the rear of their automobiles for me to identify them," he laughed. "I know their license numbers, and the makes and models of the cars they drive. I presume they know mine, too, so as long as they can identify me anyway, I might as well take advantage of the advertising opportunities and keep the name of the refrigerator I sell before the public. In fact, I believe it is a good policy to have the name of the refrigerator on the spare tire cover on my car, for, when I'm parked in front of a prospect's house, all of the neighbors, and others passing, may read the advertisement and the name of the machine is further impressed upon their minds."

An investigation indicates that many refrigerator salesmen are giving the best advertising space on their tires to tire dealers, automobile concerns, battery men and oil companies. These firms recognize the value of advertising on the

rears of automobiles and gladly furnish tire covers bearing their advertisements to car owners who will use them. If it is good advertising for the tire dealer, surely it is a good advertisement for the electric refrigerator.

There were a few concerns in Denver, Colo., who recognized the value of the advertisement. For example, we saw on the rear of one pleasure car, a spare tire with a full drum cover containing an advertisement running thus:

Rocky Mountain Radio Corp.
ABSOPURE Refrigerator
Electrified At Its Best
1153 Bannock Street.

The word "Absopure" was in large type and of a color distinctive from the other words. Wherever that car goes it presents to motorists approaching it from the rear a message relative to the refrigerator. The name is impressed upon the minds of all who read it—to a greater or lesser extent, of course—and likewise where the refrigerator may be purchased is clearly explained. When that car is parked in front of a residence, it is telling the word that somebody is considering the purchase of an Absopure refrigerator.

The Copeland electric refrigerator was seen advertised on the tire cover of another automobile. No firm name or address was given.

A salesman for the Public Service Company of Colorado had the name of the Servel on his tire cover, but he gave the additional information as to where it might be seen or purchased by inscribing the words "The Public Service Company" on the cover, along with the name of the machine.

There is no doubt of the value of tire cover advertising, providing, of course that the advertiser gives a little thought to the wording and the placing of the advertisement. It is conceded by authorities on motor truck advertising that space on the rear of the truck is more effective than space on the sides, inasmuch as persons approaching the truck from the rear have a longer time in which to read the message than they have to read any message on the sides.

We all watch the rears of automobiles and trucks ahead of us as we travel along the highways and streets. It is only natural, and there are just enough wags in this world, who hesitate at almost nothing in the art work and reading matter of a humorous vein that they place on the rears of their cars, to make reading the advertisements on tire covers an interesting pastime. Yet it is strange how many electric refrigerator salesmen, as well as other business men, are content to give this valuable space to the tire companies!

SINGLE UNIT DISPLAY PROVES PROFITABLE TO WISCONSIN G. E. DEALER

Engsborg's Electrical Store, Lake Mills, Wisc., have installed twenty General Electric refrigerators in a year's time, although a stock consisting of one family size electric refrigerator is carried as a display unit. This was accomplished by estimating the time in which a sale could be closed after the prospect had been convinced of the advantages of electric cooling but had not yet placed an order.

Only three errors were made in estimating the closing date, and delivery in most cases was made on the day the prospect signed the order. Prospects are obtained by this concern by store contacts. Every person entering the store is asked to inspect the refrigerator on display, and if the slightest interest is shown further contact is established at the home.

Lake Mills is a city of 1,800 population and there are 606 residences in the city limits, of which about 99 per cent are wired. Thirty-four of the homes have electric refrigerators, forty-two have electric heaters and one hundred and seventy-two have electric ranges.

precision built



196 Milwaukee St.

Motor, Transmission, Eccentric and Crank Shafts

We specialize in small SHAFTS made to your specifications. Workmanship absolutely guaranteed.

Send us your blue prints and we will send you our prices.

Modern Machine Works, Inc.
MILWAUKEE, WIS.

Now! Home Training In Electric Refrigeration

Here's great news for every man interested in Electric Refrigeration! A new simplified, practical home training has been developed by our trained experts which now enables ambitious men to learn the big money principles of electric refrigeration and qualify for top-notch positions. Approved and sponsored by leading manufacturers.



Endorsed by Leading Authorities Act Now for Big Pay and Promotion!

THE crying need of this fastest growing industry is trained men—practical experts with sufficient technical knowledge to run big jobs. Salesmen, service men, executives, dealers, manufacturers—every one can cash in on this wonderful training.

Practical—Simple as A. B. C.

This training is unlike ordinary schooling. No textbooks—no involved theory. Entirely practical throughout. Our experts guide you step by step through easy, fascinating lessons—you quickly grasp every fundamental. Here is what Col Frank E. Smith, President of Servel Incorporated, writes: "I am surprised at the thoroughness with which you have gone into this subject and I am sure that your Institute

will be of great assistance to our Industry. It will be a pleasure to co-operate with you." Approved also by Kelvinator, Copeland, Champion, Zerozone and others.

VALUABLE NEW BOOK FREE

You should have a copy of a new book just off the press—"Rich Rewards in Electric Refrigeration." Simply fill in and mail the coupon below for your free copy. Contains many interesting facts, charts, diagrams, etc. No obligation, so write for it NOW!



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Ice Boxes for the Poor

COMMENT was made, in the previous issue, on the obvious convenience of electric refrigeration as compared with ice. It was pointed out that it is, to a large extent, unnecessary to emphasize the failings of the iceman since the housewife is usually fully conscious of his deficiencies. It was suggested that advertising and sales effort might, more profitably, be devoted to certain advantages of electric refrigeration regarding which the general public has little knowledge—particularly the fundamental appeal for proper food preservation as a health measure. The point was made in connection with a discussion of relations with the ice industry.

In the news columns of the same issue was reported the bonfire stunt of a Holmes dealer. As the climax of a trade-in campaign old ice boxes were piled up in a vacant lot at the edge of the city and used as fuel for a spectacular fire. While this publicity "stunt" was designed to emphasize the danger of inadequate food protection methods, it undoubtedly caused some undesirable reactions. To some people the affair would appear in the light of an economic waste, while others would view it simply as an attempt to discredit a competitor. As might be expected, the ice industry was incensed by the procedure.

On this page will be found the story of another Holmes dealer who devised a substitute for the proposed bonfire. Instead of destroying the trade-in ice boxes, this dealer cleaned and repaired them and turned them over to a charitable organization to be given to the poor. To our way of thinking, this method has greater possibilities from educational, publicity and good-will viewpoints. It is also more understandable to the public in terms of all natural impulses of a worthy and sentimental character.

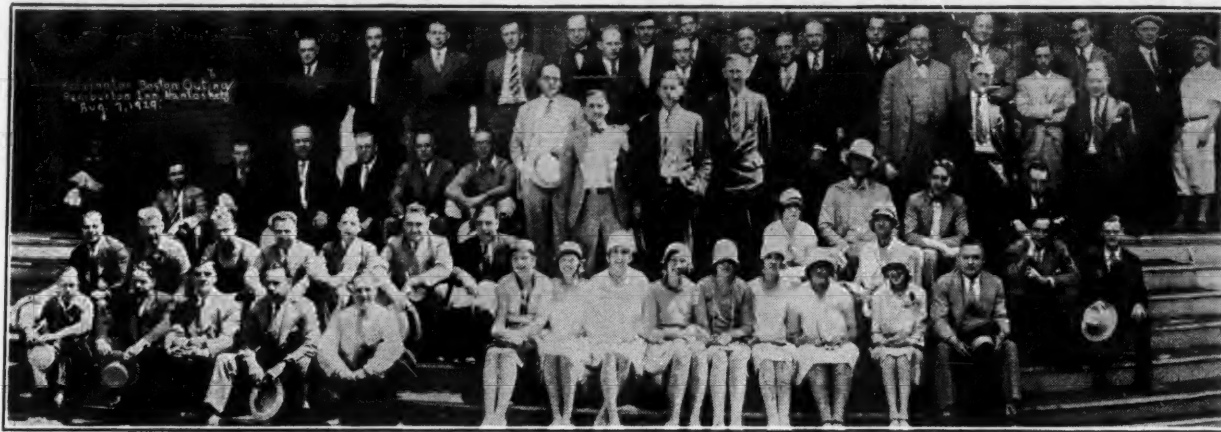
Again recalling, as in the previous editorial, that the best prospects for electric refrigeration are the families which have become accustomed to the regular use of ice, it is undoubtedly true that many such prospects are held back from purchasing an electric refrigerator by the presence of an expensive or even a fairly good ice box in the kitchen. Inbred ideas of economy create a resistance to the thought of discarding a useful article. Herein lies the great appeal of the trade-in proposition. That appeal will be distinctly enhanced if the housewife is appraised of the fact that her discarded equipment will again be put to use in the home of some needy family. If the allowance offered by the dealer seems to be inadequate she will have the satisfaction of knowing that she has made a contribution to a worthy charity.

As a publicity medium there is nothing better than a charitable enterprise. But even after it ceases to be news, the dealer may continue to offer "free ice boxes for the poor" and point out how much better it is to have ice refrigeration than none at all. The bonfire may be a big attraction to small boys, but a "save a baby's life" campaign will be far more effective as a human interest appeal to mothers.

Incidentally, Secretary Hitt, of the Chicago District Ice Association, who has been so wrought up over electric refrigeration advertising, which he considers unfair to the ice industry, informs us that he approves the idea of giving old ice boxes to the poor. When a plan of this kind was proposed in Chicago, he says, the ice companies agreed to co-operate by donating ice whenever the old box was put in a home where it would be used to protect the milk for a baby.

Opinions differ as to the wisdom of a trade-in policy in the electric refrigeration business but if the dealer deems it necessary or desirable, we recommend consideration of the charity method of disposing of the old equipment.

Boston Organization Has Seashore Outing



About seventy-five employees and salesmen of the Kelvinator Sales Corp., Boston, Mass., attended the annual outing and seashore banquet held at Pemberton Inn at Pemberton, Mass., Aug. 7. The gathering arrived at the Inn after a trip on the Nantasket steamer. In the afternoon the employees competed in a program of sports and games. The salesmen defeated the installation division in a baseball game by a score of 6 to 4. In the evening a seashore banquet was held, which was followed by dancing and entertainment.

AN OPEN LETTER TO DR. KEGEL, CHICAGO

August 14, 1929.

Dr. Arnold H. Kegel, Commissioner of Health, and Committee on New Refrigeration Code, City Hall, Chicago, Illinois. Gentlemen:

As a representative of the General Refrigeration Company of Beloit, Wisconsin, manufacturer of the Lipman self-contained, full automatic ammonia refrigerating machine, which is distributed throughout the world, I was present at the meetings held in your office on Wednesday, July 24. After hearing the various discussions, many of which apparently were prompted solely by personal interest, it occurred to me that, because of the confusion, limited time, and the seemingly general opinion that practically all statements were made for personal gain, that that was not the time nor the place to give you my ideas on the subject under discussion.

However, believing that you and your committee earnestly desire to draft a safety code for the city of Chicago, protecting the health of the people, and at the same time not discourage the use of mechanical refrigeration, we trust that the following written statements will be helpful.

The General Refrigeration Company, we believe, is in a position to make the following statements, because it is fully in accord with your ideas of making all installations absolutely safe and has made this a practice since we built the first fully automatic commercial ammonia refrigerating machines. Regardless of the fact that most cities have had extremely lenient ordinances covering commercial installations, we always have and always shall continue to incorporate every possible safety feature in the Lipman machine. In view of the fact that Lipman machines and installations will have a substantial margin of safety over the requirements specified in any ordinance likely to be enacted by the city of Chicago, we believe that you will accept the following remarks and suggestions at face value, since they are not made to further the interests of the General Refrigeration Co., except insofar as they benefit the industry as a whole.

We believe that some very valuable points have been overlooked in your discussions, and these points will become more vital as time goes on and a greater number of people become engaged in the refrigeration industry. We are summarizing these important items below, and we trust that each point will be duly considered when the final draft of the ordinance is completed.

At the present time there are quite a number of different refrigerants used in refrigerating machines, and undoubtedly many new refrigerants will be introduced in the future. Therefore, an ordinance prohibiting or restricting the use of refrigerants now employed will become confusing and impractical as new developments are made.

Some of these new refrigerants may possess some value and their use should not be prohibited nor limited because they probably will not be any more dangerous than the gas used in the ordinary range or water heater.

By properly controlling the materials used in the construction and installation of the equipment, any refrigerant can be made reasonably safe and there should be no need for controlling the type of installation, with possibly the one exception of the multiple system in apartment houses, and that could be made safe by the use of proper materials. The cost of that type of installation, however, would probably equal that of a central brine system.

Many of the new refrigerants now in use become popular with the manufacturers solely because they believed that it would permit them to make their equipment from lighter and cheaper material. However, if they were compelled by your ordinance, and other ordinances which are now in process throughout this entire country, to make their compressors, condensers, pipe lines, and low side equipment of material that is not only just sufficiently strong to withstand the pressures, but many times stronger, the material having certain qualifications which practically makes it impossible to have a leak, then the trouble from this cause would be reduced to the very minimum. Drop forged fittings, untested, are many times safer than a cast fitting that has been subjected to any number of tests. While many of the manufacturers may believe that this construction would increase their cost to a considerable extent, that is not a fact because an incorrectly made installation will cost more eventually than it would have cost to make the installation correct in the first place. The truth of these statements is evidenced by the fact that those companies not adhering to the highest standards of construction and installation have not shown a profitable growth, even though their sales have increased at a tremendous rate.

To give you a more definite idea as to what we have reference to, I believe

BRANDS ICE MAN AS "INCOMPETENT AND INSOLENT"

(From the "E. O. W. page" of Advertising & Selling)

"Emily Woodward, in a recent issue of A&S, writes about the future of the ice industry and takes exception to the impression many of us have that the electric refrigerator is putting the ice man out of business. 'Tisn't so, she says. I take her word for it. Just the same, I should like to point out that the average ice man seems to be the least competent and most insolent of the many men whose duties bring them into frequent contact with housekeepers. The milkman, my experience is, is a pretty decent fellow. So is the laundryman. And the man who presses clothes. And the boy who delivers groceries. And the youngster who comes once a month to take away and recharge your radio battery. But the ice man! He comes when he pleases—as early as seven o'clock in the morning and as late as four o'clock in the afternoon. He is as temperamental as an opera singer and as badmannered as a Subway guard.

"Some of these days I am going to buy an electric refrigerator—not because I expect to save money by owning one, but in order to get rid of that first class nuisance, the Ice man."

that no refrigerating machine should be made of ordinary cast iron, but should be made of semi-steel, which, in place of increasing the cost as most manufacturers believe, might possibly reduce the cost, due to the fact that a smaller number of castings are lost during fabrication and testing. Likewise, no cast fittings of any design should be used. All fittings should be made of solid bar stock or forging, preferably steel. Neither should any standard pipe be used in any part of the system, regardless of the pressure of the refrigerant, but extra heavy pipe should be used throughout. The use of these materials would not prevent a single prospective customer from purchasing, but would place the industry on a sane and substantial basis, assuring the public of safe and reliable refrigeration, regardless of the refrigerant used in the system.

The Refrigerating Machinery Association has asked me to prepare a booklet on the "Truth About Refrigerants" in order that the public be fully informed on this subject, but after having studied this subject very carefully and trying to analyze the difficulties which you have experienced in Chicago, have come to the conclusion that it would be better if the book treated the subject of the "Truth About Refrigerating Systems." It is really not a question of the quantity or nature of refrigerant which should be permitted in a system, but rather, as stated above, very definite rules regarding the method used in locating pipes, machines, ventilation for machine rooms, and materials used from one end of the system to the other. Methyl chloride, for example, operates at a lower pressure than ammonia. However, the methyl chloride system can be put in use with many leaks in the system, it being very difficult to locate them; or leaks may occur after the machine is in operation due to frail

fittings, piping, machines, etc., which tends to prove that it isn't a matter of gas pressure, but rather a matter of construction and installation.

Taking CO₂ for another example: It operates at a higher pressure than any of the other refrigerants, and while it is probably the least poisonous, it can easily leak and usually does leak without being noticed. On the face of it, it would appear to be more safe than some of the other refrigerants, but because of the extremely high pressure at which it operates, in reality it is not.

Since the advent of the full automatic ammonia machine some eight or ten years ago, some two thousand of our commercial units have been installed in the city of Chicago, and approximately 25,000 throughout the world. Our records, and no doubt your records, show that there has not been a single fatality nor accident with one of these machines. This same record has been made throughout the entire country. We are inclined to think that the lack of fatalities and accidents is due chiefly to the use of proper materials and thorough schooling in the installation, having in mind at all times the idea of making the installation just as fool-proof as possible in order to avoid accidents for our own selfish interest and the protection of the industry, and to create a greater demand for mechanical refrigeration each year.

The things which have been mentioned are all facts and the General Refrigeration Company would be delighted to have you and your entire committee, or any part of it, visit Beloit, so that we might show you the method and materials we believe should be used in the construction of refrigerating apparatus. The things that we have mentioned are being done every day and we expect to carry on in the same manner. We are doing this because we believe it is to our best interests, and should these same principles be adopted through the enactment of a suitable ordinance, you would not only be doing Chicago residents a great good, but you would also help the industry as a whole.

Should you wish to avail yourselves of this opportunity of visiting us at Beloit, we would be glad to furnish automobiles or airplane transportation. Beloit is only 100 miles from Chicago and the trip could easily be made in a day with either method of transportation. Should you not be able to come to Beloit, we would be pleased to meet you at any time or place and go over this matter in detail.

Respectfully submitted,
F. E. DENNISON,
Chief Engineer.

TRADE-IN REFRIGERATORS DONATED TO THE POOR

A plan for salvaging refrigerators taken in trade for Holmes electric refrigerators has been evolved by the American Motors Equipment Co., 842 Commonwealth Ave., Boston, distributors of Holmes refrigerators. The company allows \$25 each on old refrigerators to purchasers of electric refrigerators.

It was proposed to break the old boxes up and make a huge bonfire to get them out of the way. The company finally conceived the idea of turning over to the Morgan Memorial refrigerators which could be renovated for the Morgan and Goodwill Shops, where articles given to the Morgan Memorial are repaired and sold at low prices to poor people. The old refrigerators were renovated and sold to poor families who otherwise could not afford a refrigerator, at the actual cost of renewal. Those which could not be repaired were broken up, the metal parts separated and sold for junk, while the wood is added to the pile being accumulated to provide fuel for the needy this winter.

The American Motor Equipment Co., through its treasurer, Wallace Page, has started a campaign to induce Boston business houses to separate their waste wood from other waste, to be added to a pile being accumulated for charitable organizations to be given to poor people. At a rally held for this purpose recently in Strandway Park, former Mayor James M. Curley was the principal speaker for the movement.

Dealers Associations Could Formulate Rules For Cleaner Apartment House Competition

By Frank W. Gray, Western Sales Manager, Absopure Refrigeration Corporation

THE narrow margins of profit and scant returns for large outlay in capital and efforts are today's biggest problems in the merchandising of electric refrigeration equipment. Equipment and methods of installation are becoming standardized to a point where correct operation of electric refrigeration machines is fairly easy to obtain. But in order to safeguard the large investments of capital involved and thus insure the future of this great industry, both manufacturer and dealer must combine in the lowering of sales costs and the elimination of vicious competition.

Particularly in the sale of apartment house multiple installations has vicious and unethical competition been prevalent. The reason for this is obviously that apartment house sales run into large figures, and are the bait which entices vigorous sales effort. Yet it is a well known fact among refrigeration dealers throughout the country that the profits from the sale of multiple installations are often—too often—forced by competition to a discouraging low level. In fact, it is just this phase of the business that has proven the downfall of more than one agency whose sales executives failed to determine the correct relation which sales volume should bear to net profits.

Builders Take Advantage

In some localities it might be said that the refrigeration dealers have gone mad in their efforts to compete for the apartment house business. New refrigeration agencies breaking into the field decide to take contracts at cost, or very little above cost, in order to get a representation of installations. Certain so-called dealers who have no place of business and very little responsibility, and who purchase equipment wherever they can get it at the least price and assemble it on the job, present absurdly low prices as their only qualifications for getting contracts. And the older and better established agencies find themselves constantly forced to lower prices which allow them a legitimate return in order to keep in the swim. Naturally the builders and apartment house owners take advantage of this price warfare. When a building is to be constructed the usual procedure is to ask for bids from practically every agency in the city. Then the preferred bidders are called in and confronted with the low bids and a request to correct their own figures or lose the business. The climax of the matter usually is that the contract is let to some ambitious salesman at a figure that gives his company very little profit. Even owners of occupied apartments, inexperienced in the construction business, are learning to take advantage of this lack of co-operation among refrigeration dealers and conducting bargaining contests of their own.

Result Is Inefficiency

The result of this haphazard and highly competitive bidding is usually inefficiency. An agency forced to price an installation at a dangerously low figure, has no other alternative than to "skimp" the job. Cheap copper tubing is furnished. No conduit is run, even in exposed places in the basement. No riser valves are furnished. An under-sized pipe is placed in the basement. No riser switch is installed to safeguard the electric motor against overheating and high current flow. The result is that the owner of the building finds himself with a service problem on his hands for years to come. Or, if the dealer decides to fly in the face of providence and put in a good installation in spite of the price, he finds himself with a deficit on his hands.

One Example

One of the countless examples of this practice was recently witnessed by the writer in a certain large western city. A prominent builder called upon various electric refrigeration agencies for bids on a complete installation of electric refrigeration equipment, including porcelain-lined cabinets, for a class A building with twenty-four kitchens. Agency A, who are perhaps the largest and best known in this city, entered a bid of \$2,580 for the job, with one year of free service, and two years to pay the bill, no interest included (not obviously, at least). Agency B, who are a large central power company, entered a bid of \$2,345.00, with one year of free service, and the same terms. Agencies C, D and E, smaller and less known than the former two, entered bids of \$2,450.00, \$2,285.00 and \$2,200.00, respectively. The builder, who is of Hebrew origin, called the salesman of Agency A on the phone and asked him to call the next morning. The salesman called, bright with optimism. The builder remarked that he really wished to do business with Agency A, but could not afford to do so because of the discrepancy in price. The outcome of the controversy was that the salesman from agency A walked

out of the builder's office with a contract for the installation in his pocket at the magnificent price of \$2,180.00. The actual cost of material, equipment and labor on this job could not have been less than \$1,800.00. Indeed, \$1,800.00 is a very low figure. Leaving \$380.00 to pay general overhead, sales commission, service expense, financing expense for two years' time payments, and net profit, if any. Such cases as this are the general rule rather than the exception in apartment house competition.

Apartment House Business Most Risky

Apartment house sales not only yield the lowest return per dollar invested of any phase of the refrigeration business under the generally prevailing methods of competition, but this phase of the business is by far the most expensive and risky to handle. Highly trained and well paid salesmen are required to sell multiple installations. A large outlay of capital is usually required where a multiple installation contract is taken, the consummation of the deal and final payments sometimes being delayed for months while the building is in construction. The risk of service is much greater in the case of multiple installations where many people in a building must be satisfied and extensive installation is required. Credit risks are admittedly greater in this building era when speculative building is prevalent.

Need for Dealer Associations

I have heard it said repeatedly that electric refrigeration dealers can never get together. I have heard it said that even if they do come to a common understanding they will not wait until they are out of the meeting room to begin to figure how to break the rules they have made. This is nonsense. Associations have accomplished much in other industrial fields—they can be made to do much for the general situation in electric refrigeration.

The promotion of dealer associations should originate from the factories. The welfare of the dealer is after all vital to the welfare of the factory. Since electric refrigeration does not lend itself to jobber distribution for the most part, the controlling impulses must come from the manufacturers. Any industry is in a deplorable condition when the capital invested in retail agencies is not insured an adequate return. Even if the factories were in a position to grant twice as long discounts to the dealers on their equipment, the situation would be no better unless the evils of senseless competition were corrected, for the dealers in their rabid efforts to meet each other and "go one better" would give it all away anyway. Factory sales departments through their broad and general contacts over the country at large are in a position to sift out various association ideas and make recommendations to their own dealers which will at least start them thinking.

Such associations should be formed for the general good of the industry. Through the association the general education of the public on the subject of proper refrigeration can be furthered. Certain rules for competition can be formulated—rules which after all are only good business. Such associations can take steps to protect themselves and the public against unscrupulous independent companies who put in unsafe installations and whose responsibility is so questionable as to lower the confidence of the public in electric refrigeration.

Ice Companies As Model

If a model is needed for such dealer associations, such a model can be studied in the dealer associations and working agreements of the ice companies. In many cases the executives of leading ice companies have been highly amused and encouraged at the way in which electric refrigeration dealers were fighting each other to business exhaustion. Years ago ice companies learned that there was business enough for all, provided that prices could be maintained at a level which insured a safe return to capital and effort expended.

Large Agencies Must Join

It has also been said that dealer associations were impractical because one or more of the larger agencies would not deign to join in with the rest. The fact remains that no agency, however large, likes to be placed in a minority position. Those agencies who consistently oppose reasonable business co-operation on the grounds that they are independent will soon find it to their advantage to fall into line.



REDUCES
RUNNING
TIME

ELIMINATES
ODOR
TROUBLES

MORE MULTIPLE
CABINETS PER
MACHINE HOOK-UP

REDUCES
WEIGHT

COSTS
NO MORE

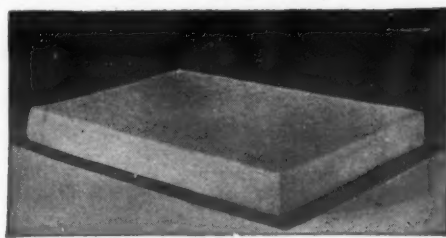
POINT NO. 4

DRY-ZERO is by far the lightest insulant in commercial use; it weighs but 1.6 ounces to 2.4 ounces per board foot. Cabinets insulated with Dry-Zero weigh from 30 to 75 pounds less. This means a real saving in transportation costs—a saving that adds directly to your own profits, and is one reason why so many manufacturers, distributors and dealers are insisting on Dry-Zero insulated refrigerators.

A reduction in transportation charges of as much as a dollar a unit, means more money in your pocket. Consider Dry-Zero's high efficiency (in U. S. Bureau of Standards tests Dry-Zero ranks as the most efficient commercial insulant). See its crystalline whiteness; prove for yourself its natural aversion to moisture.* These outstanding marks of superiority are advantages to you . . . they help you sell. Ask your manufacturer for DRY-ZERO insulated refrigerator cabinets.

DRY-ZERO CORPORATION

130 N. Wells St., Chicago, Illinois
*The Dry-Zero fibre, CEIBA, is standard in U. S. Navy life jackets



Dry-Zero Pliable Slab insulation is hermetically sealed in place by pressure alone, in a single operation. Its overlapping sealing flange prevents moisture reaching either liner or frame—a most important point.

Comparative Values

established by U. S. Bureau of Standards, Armour Institute, State Universities and other impartial authorities.

Material	Wt. cu. ft.	Insulation Value	Absorption*
DRY-ZERO	2 lbs.	4.15 to 4.3	14
Corkboard	9.5 to 13 lbs.	2.9 to 3.3	28
Wood fibre board	13 lbs.	2.9 to 3.2	115
Flax fibre board	13 lbs.	3 to 3.2	66
Cane fibre board	15 lbs.	2.7 to 2.9	78
Mineral wool slab	17 lbs.	2.6 to 2.8	

*Test run by University of Minnesota.

Although lightest in weight, DRY-ZERO has the greatest heat resistance of any known commercial insulant. Since the efficiency of the refrigerator depends largely upon cabinet insulation, the authoritative proof contained in this chart is important to the entire industry.

Keep them on your finger-tips!
They help you sell!

DRY-ZERO

REFRIGERATION RUBBER WARE

Specializing in the development and manufacture of hard and soft rubber parts for electric refrigeration.

THE AETNA RUBBER CO.
ASHTABULA, OHIO

**BRUNSWICK-KROESCHELL
REFRIGERATION**

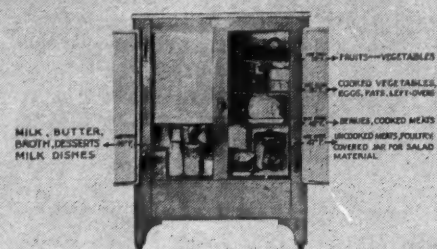
**CUSTOM
BUILT
ELECTRIC
REFRIGERATION**

for every
refrigeration
requirement

BRUNSWICK-KROESCHELL COMPANY
Refrigerating & Ice Making Machinery
NEW BRUNSWICK, N.J. - CHICAGO, ILL.

U. S. DEPT. OF AGRICULTURE CHARTS

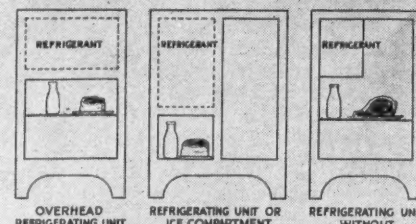
HOUSEHOLD REFRIGERATION CHART 1 USING THE TEMPERATURES IN A GOOD REFRIGERATOR



Room Temp. 75°F

BUREAU OF HOME ECONOMICS-UNITED STATES DEPARTMENT OF AGRICULTURE

HOUSEHOLD REFRIGERATION CHART 2 BE SURE MILK AND MEAT ARE PLACED IN COLDEST SECTION This will vary with design of box



TEST YOUR OWN BOX

DIFFERENCE IN DESIGN MAY CHANGE LOCATION OF COLD PORTION
BUREAU OF HOME ECONOMICS-UNITED STATES DEPARTMENT OF AGRICULTURE

HOUSEHOLD REFRIGERATION CHART 3 CARE OF MEAT in the HOME



UNWRAP AS SOON AS DELIVERED



PLACE UNCOOKED MEAT IN UNCOVERED DISH. COVER LOOSELY IF AT ALL



COOKED MEAT CAN BEST BE STORED BY LOOSELY COVERING WITH OILED PAPER SO AS TO PREVENT TOO RAPID DRYING OUT

STORE UNCOOKED MEAT IN COLDER PORTION

BUREAU OF HOME ECONOMICS-UNITED STATES DEPARTMENT OF AGRICULTURE

This series of six posters has just been released by the Bureau of Home Economics of the U. S. Department of Agriculture. They were prepared under the direction of Dr. Louise Stanley, head of the Bureau, who has taken a most active interest in studies of food preservation by means of both ice and electric refrigeration.

BIG CAMPAIGN UNDERWAY IN CLEVELAND STRESSES NEED FOR FOOD SAFETY

THE greatest promotion drive in the history of the Electrical League of Cleveland started at the beginning of September, when local activities in connection with the national food preservation movement got under way.

With crates full of printed matter, with compelling newspaper advertising and with a score of other mediums the League started energetically to impress all the people of Cleveland with the facts:

That 50 degrees is the danger point for perishable food.

That efficient refrigeration all the year around is needed by every family.

That \$25,000 in prizes is waiting for the people who can write the best letters on food preservation.

League activities in connection with the national food preservation program comprise:

1. A food preservation equipment show where food preservation equipment may be studied and where food preservation information is dispensed.

2. A smashing campaign of newspaper advertising.

3. Thrice-weekly messages broadcast over WTAM.

4. Co-operative tie-ins with dairies, food distributors and restaurants.

The food preservation equipment show was opened Sept. 3 at 15453 Euclid avenue, near Taylor road. The show fills three adjacent stores and is gaily decorated with signs calling attention to the food preservation contest and inviting the public to come in and investigate.

Every visitor at the show is presented with a beautiful refrigerator thermometer and receives a definite suggestion to employ this thermometer in testing the refrigerator at home and learning whether it keeps foods constantly below the danger line of 50 degrees.

Newspaper advertisements and radio-talks describe the show and invite all Cleveland to see it. Direct-mail invitations have been sent to residents within a radius of three miles of the show's location.

Invitations have been handed to employees in nearby factories. These invitations accompany employees' pay envelopes and draw attention to the letter-writing contest as well as the show.

Invitations have been broadcast to the heads of associations and clubs, inviting them to bring their members to the display en masse.

Announcements of the exhibit have been sent to 351 clergymen, who will inform their parishioners of the contest and the food preservation show.

The League's newspaper advertising campaign in connection with the food preservation movement opened Sunday, September 1, with 90-inch advertisements in the *News* and *Plain-Dealer*. The same advertisement appeared in the *Press* Tuesday, September 3. It outlined the letter-writing contest, invited Clevelanders to compete and urged them to attend the food preservation equipment show to secure the necessary information.

Three more advertisements will be run in each of the three daily newspapers. Future advertisements in the series stress the fact that 50 degrees is the danger point and repeat the invitation to enter the contest and see the exhibit.

Radio broadcasting in connection with the program began Tuesday, September

3. Thrice weekly throughout the month messages are being broadcast over WTAM in connection with that station's Variety Hour.

Food supply distributors, dairies and restaurants have taken hold of the food preservation movement energetically and are assisting the League in hammering home the 50-degree doctrine to thousands of Clevelanders.

The 300 Cleveland stores of the Fisher Brothers Company are giving whole-hearted co-operation.

The company allowed its name to be used on 150,000 milk bottle cut-out door hangers distributed to Cleveland homes. In each store was placed a supply of official contest folders, a copy of which will be given to each Fisher customer who requests one.

Milk bottle tags, calling attention to the food preservation movement, will be placed on each bottle of milk sold by the company on four important business days in September.

A gummed sticker calling attention to the drive has been placed on the inside of each Fisher display window. Two hanger cards bearing a food preservation message have been placed in every Fisher store.

Delivery of material to the Fisher Brothers stores was in itself a colossal enterprise, involving distribution of 60,000 official folders, 180,000 milk bottle tags, 600 window stickers and 600 hangers.

Distribution of this tremendous mass of printed material was accomplished by means of 11 taxicabs, which left the shop of the League's printer at 9 a. m. August 30 and cruised through the streets of Greater Cleveland until 3 p. m. Eleven members of the sales force of the Cleveland Electric Illuminating Company, temporarily in League service, accompanied the taxicabs and delivered a personal message to the manager of each Fisher store.

Six important dairies have tied in with the movement. All these dairies have agreed to use banners, bearing food preservation messages, on all trucks throughout the month. More than 1,600 banners will be employed. The dairies, also, have agreed to use milk bottle tags, calling customers' attention to the campaign, on all bottles of milk delivered throughout the month. More than 440,000 tags will be employed.

Further co-operation is being given by Clark restaurants, C. B. S. Spa restaurants, and other public eating places. The Clark and C. B. S. group alone includes 26 restaurants in Greater Cleveland.

All Clark and C. B. S. restaurants will carry on the backs of their menus throughout the month a food preservation message. The message says in part:

"Every Clark restaurant and C. B. S. Spa is equipped with mechanical refrigeration that keeps the food at 50 degrees or under. Isn't it worth a lot to know that foods you eat in these restaurants are kept in good condition?"

The message is signed by Yates Clark, president of the chain.

All this special activity is being financed by distributors of electric refrigerators, League officials explained. At the start of the year a program was set up for a series of community exhibits and newspaper advertisements on refrigeration involving an expenditure of \$18,000.

A group of members especially interested in the national food preservation program provided an additional \$5,000. Therefore, \$23,000 was available for the financing of the local food preservation activity and the community exhibits which preceded it.

*Joy
to the World*

ILLINOIS-AUTOMATIC
CABINETS

The lasting beauty and usefulness of ILLINOIS-AUTOMATIC cabinets have earned them a place in the better households. Put one of these genuine all-porcelain or super-steel cabinets on Holiday display, and watch the instant attention drawn to its sparkling modernism, its outstanding dignity, its reflection of character and value. We invite you to write for illustrations of various models.

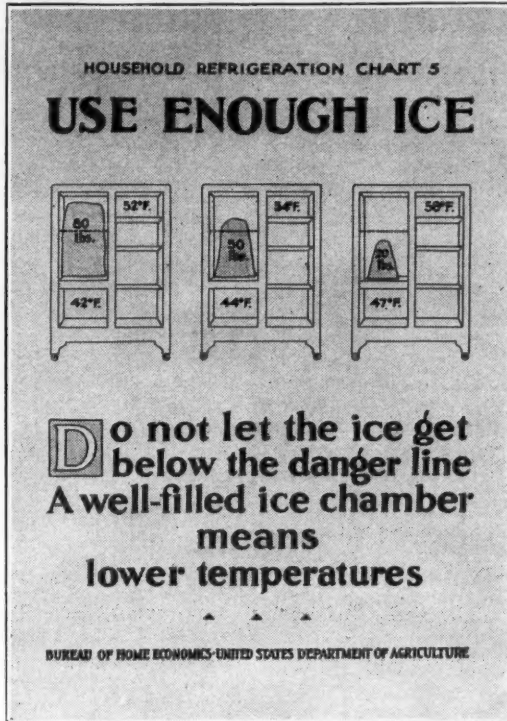
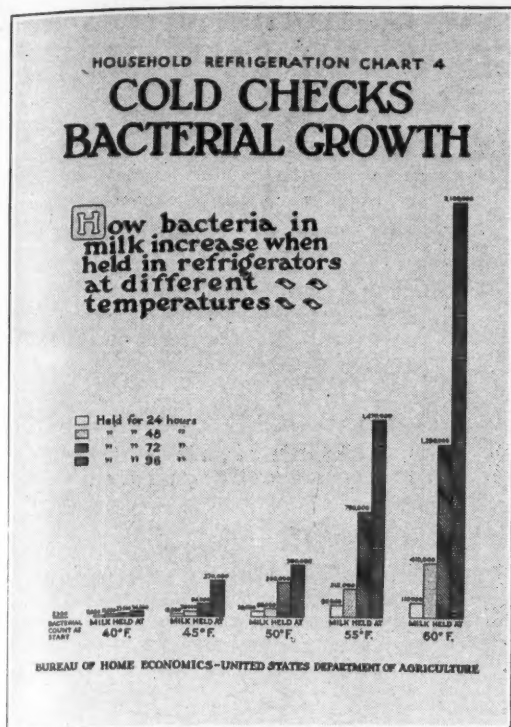
ILLINOIS REFRIGERATOR CO.

Fine Refrigerator Cabinets for 38 Years

MORRISON, ILLINOIS

Contributors to NATIONAL FOOD PRESERVATION FUND

SHOW PROPER FOOD TEMPERATURES

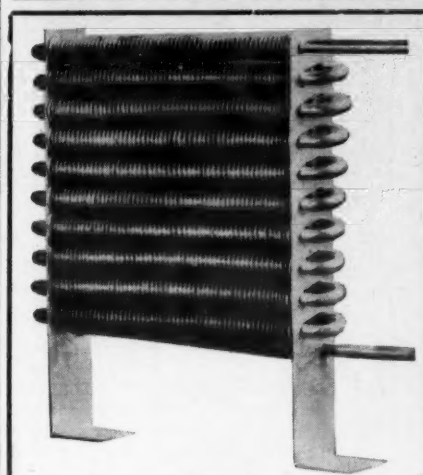


KERO TEST

FORGED BRASS VALVES
for Mechanical Refrigeration

Quality Shut-off and Cylinder valves in any standard designs or to your specifications.

KERO TEST MANUFACTURING CO.
2535 LIBERTY AVENUE
PITTSBURGH, PENNA.



Specify
ROME CONDENSERS

Made of heavy gauge de-oxidized seamless copper tube. One piece construction.

Designs for all requirements.

Rome-Turney Radiator Co.
ROME, N. Y.

Effect of Temperature on Food and Bacteria

Explaining Why It Is Essential to Maintain a Temperature of 50°F. or Less in the Household Refrigerator

By Mrs. Phyllis K. Dunning, Home Economic Department, The Society for Electrical Development, Inc.

FOR centuries man has known that food kept in a cool place stayed in good condition longer than food kept in a warm place. Nobody bothered much about the whys of this phenomenon. It was simply accepted. And the obvious way of keeping food cool was to put it in contact with something cold—ice or snow or running water. So for a long, long while, food preservation methods were very rough and not always ready.

Eventually it occurred to somebody that it would be an elegant idea to find out just exactly how cold it was desirable to keep food and just what the effect of the cold was. In the course of time a Farmers' Bulletin was published in which was set forth an account of the government's investigation into the problem of food spoilage. After exhaustive tests and research, the scientists had definitely established the facts that above 50 degrees F. germs, bacteria and attendant growths which ruin food multiply with astounding rapidity, while below that temperature they have very little ambition whatever.

North of 50° F.

This should mean that if we keep our foods above freezing but do not allow their temperature to go above 50, we should be able to keep them in excellent condition for a long time. More tests were run and this was found to be the case. Foods did stay wholesome and delicious when kept at this low temperature constantly. But even a slight rise above the dead line of 50 for even a short time, was found to promptly stimulate the bacteria to renewed activity.

This really vitally important set of facts did not exactly set the world afire. "Ho, hum!" yawned the cynics, "there must be some mistake. We keep our food in ice boxes, and ice melts at 32 degrees, which is 18 degrees lower than you say is necessary for food preservation of a satisfactory nature—and still our food spoils."

This sounded logical, so the investigators hastened to insert thermometers in hundreds and hundreds of ice boxes, and they found that practically never was their temperature below 50, except when the box was freshly filled with ice. As the ice melted the box grew steadily warmer, and the thermometer climbed unpleasantly to 60. This indicated very clearly that in order to have an ice box prove itself a safe repository for food, it was necessary to keep the ice chamber well filled at all times.

But in spite of all the research work which was being done, and in spite of the fact that food wholesalers and retailers were hastening to adopt mechanical means for maintaining constant low temperatures, in order to safeguard their foods from spoilage and themselves from consequent loss, interest in refrigeration did not become general until the introduction of the electric refrigeration. Now every homemaker is deeply interested in refrigeration because she feels that there is a practicable, economical and safe solution to her food preservation problems. That solution is, of course, automatic electric refrigeration.

What Happens When Food Spoils?
Food preservation means the prevention of harmful bacterial growth in that

food. It is practically impossible to keep these bacteria out of food entirely, but we can keep it wholesome by retarding their growth, because it is only after they have multiplied beyond certain limits that they become dangerous. In the home the use of cold is the only practical method of accomplishing this result.

In some foods the bacteria of decomposition are visible to the naked eye. For instance, molds appear as white, green or brown powdery growths on such foods as jellies, thin skinned fruits and vegetables, and on some cooked leftovers. Because they are visible to the eye you easily recognize their inedibility and throw them away. But the growths in other foods are so small that they are visible only under a microscope, so you are not aware of their presence until the decomposition is so far advanced that it becomes perceptible to the sense of taste or smell—yet the food may be unfit for consumption long before that point is reached.

Considerable experimental work to determine the dependability of the sense of taste and smell in these matters has been carried on at Columbia University, and a frequent lack of correlation between the senses and bacterial increase was noted.

For instance, though milk is often discarded because it changes in flavor, it may be loaded with bacteria and yet show no signs of souring.

Dr. Frederic Damrau, writing for *Popular Science Monthly*, says: "Milk offers one of the best known illustrations of the fact that food may appear wholesome to both taste and smell long after it has become actually unfit for use. Bacteriological tests have repeatedly shown that milk which even the most delicate taste could not criticize, may be so filled with bacteria that the use of it in any quantity would be almost certain to result in illness."

Unexplainable illness in infants and children, as well as in adults, may no doubt be frequently attributable to the eating of food which, while acceptable to the palate, was loaded with harmful bacteria. Because we all now recognize that the basis of good health is good food kept in prime condition, it is small wonder that electric refrigeration, with its automatic, dependable and constant low temperatures, is now considered a necessity in the modern home.

In order to be sure that you are providing the foods in your home with safe refrigeration, place a thermometer on the top shelf of the food cabinet. If the thermometer registers above 50 degrees F. you should at once undertake to remedy the situation.

NEW YORK PLANNING BIG ELECTRICAL EXPOSITION

The National Electrical Exposition, held under the auspices of the Electrical Board of Trade of New York and the New York Electrical League, will celebrate the fiftieth anniversary of the invention of the incandescent lamp by

Thomas Alva Edison at the Grand Central Palace, New York, October 7 to 12.

As a part of "Light's Golden Jubilee," the streets leading to Grand Central Palace will be lighted with golden globes. The Exposition will be open for representatives of the trade from 10 a. m. until 2 p. m., after which time the general public will be admitted.

NEW!

Gibson Cold-Air Control

Designed Especially for Cross-Fin Coil Cooling

Now!

Complete Cold Air Circulation

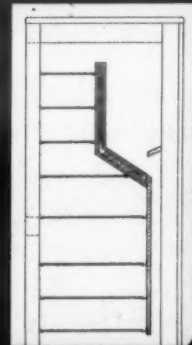
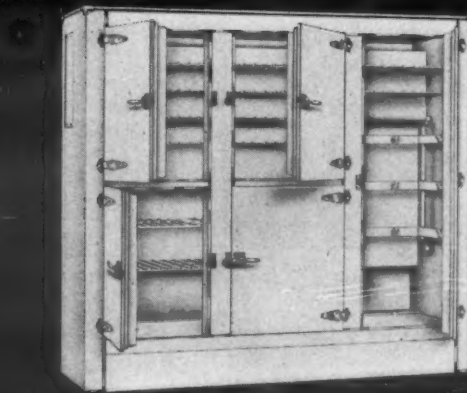
The Gibson Cold Air Control Cabinets, designed especially for Cross-Fin-Coil or Zero Tube cooling, herald a new day in commercial refrigeration. This new Gibson feature has taken months of scientific research, experimenting and testing to develop. It is acclaimed by experts as the greatest advancement in commercial cabinet construction, and the most positive method of applying electric refrigeration to commercial installations. Now, for the first time, cold air circulates to every corner of the cabinet—100% circulation—positive—continuous—forced. The cold air from the coil has only one way it can go. There is no chance for escape until it has properly circulated through the entire food storage area. Food placed farthest from the coils is now properly refrigerated. Variable weather conditions cannot affect cold air circulation in the Gibson. Cabinets in full range of styles, and sizes are available in All Porcelain, Lacquered Steel and Oak exteriors—all at popular prices.

The new Gibson Air Circulation Control is today's most potent sales feature. Write for complete information.

Gibson Refrigerator Company

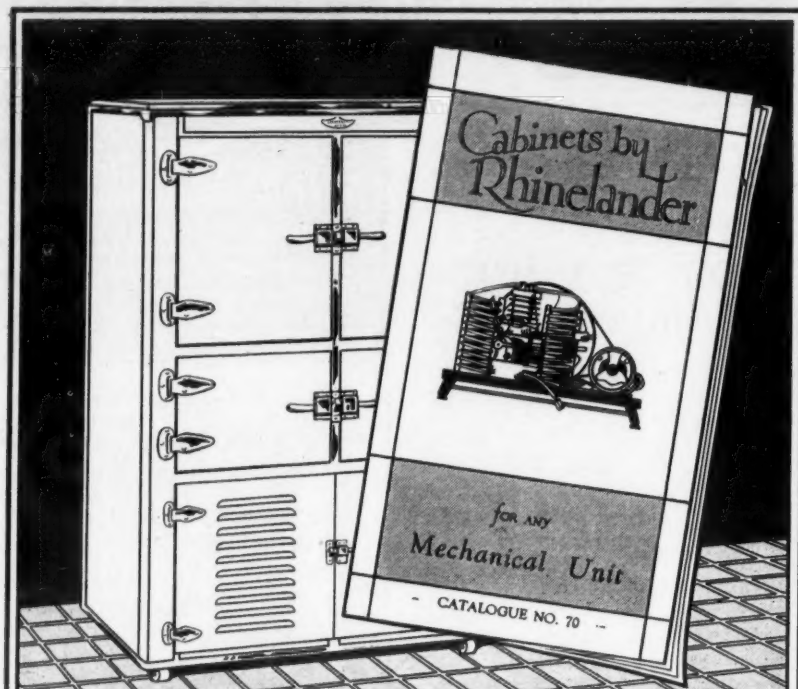
Electric Cabinet Division

Home Offices and Factories, Greenville, Michigan
Branch Offices and Warehouses in Principal Cities



Cross section shows the specially designed compartment for Cross-Fin Coil or Zero Tube.

Gibson
REFRIGERATOR



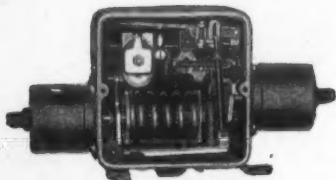
PROFITABLE SALES

Selling Rhinelander "Airtite" cabinets equipped with standard mechanical units invariably means increased profits per sale. These beautiful refrigerators in white and colors make an instant appeal to the most discriminating prospect. May we send you catalog No. 70 and complete price information?

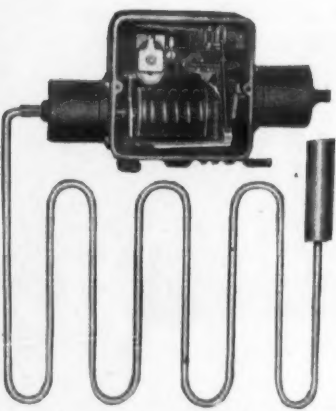
RHINELANDER REFRIGERATOR CO.
RHINELANDER, WISCONSIN

Dual Control

the Penn Magnet Switch . . . for temperature and pressure regulation with Safety Cutout



Penn Dual Control
Open view type L S for pressure regulation.



Penn Dual Control
Open view type L S T for temperature regulation.

Here is a highly perfected device that furnishes high pressure safety cut-out in addition to the regular temperature or pressure control, both in one compact unit.

An outstanding feature of this control is that the high pressure safety cut-out is entirely independent of the controlling mechanism. The high side of the control operates free of the low and adjustments in the low do not affect the high side.

The safety mechanism may be supplied to cut-out at any desired pressure up to and including 185 lbs. The low side range is from 20 inches vacuum to 30 lbs. pressure. The operating differential may be varied from a minimum of 1½ lbs. to a maximum of 25 lbs. Type L S controls employ the unique Penn Magnet Contact unusually sensitive to pressure and temperature changes, yet capable of handling loads up to and including 1½ Horse Power, Single Phase, Alternating Current Motors and 1 Horse Power Direct Current Motors at 110 or 220 volts.

By using the Penn Magnet Switch, manufacturers can eliminate automatic starters that have been necessary on motors from ½ to 1½ Horse Power. Dual controls may be used for both commercial and domestic refrigerators, multiple hook-ups and general commercial work. Remember, Penn Controls are listed as standard by Underwriters' Laboratories. Write today for complete information on these better switches and the Quickfreeze Attachment for cold control in electric refrigerators.

PENNELECTRIC SWITCH CO.
DES MOINES, IOWA

An organization of proven engineering ability that supplies the largest and best concerns of the country with automatic control switches.

KULAIR Electrical Refrigerating Products

Simplicity, quality, efficiency and capacity unequalled. A size for every use.

WITH THESE ARE AFFORDED
POLICIES AND PRICES FOR COMMON SENSE MERCHANDISING
Resulting in Larger Business and Larger Profits to Every One of Our Connections

KULAIR

Sulphur Dioxide and Methyl Chloride
Condensing Units or High Sides
Air and Water Cooled

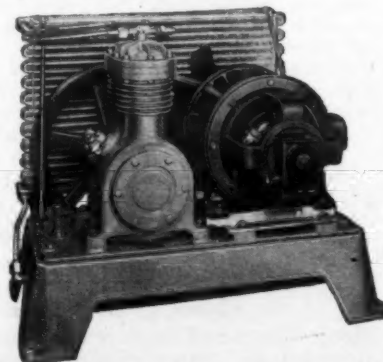
ARE

Suitable To Every Requirement
Commercial Multiple and Domestic

Write us for Details

KULAIR CORPORATION

PHILADELPHIA, PA.



KELVINATOR NEWS

MID-WEST N.E.L.A. MEN HOLD FOUR-DAY CONCLAVE

The Mid-West Division of the National Electric Light Association held a four-day meeting September 11-14 at Camp Schrader, Crete, Nebr. One hundred and twenty members were in attendance.

Stanley Taber, Iowa-Nebraska Light and Power Co., Lincoln, was chairman of all the meetings. A. S. Sayre, Kelvinator Corp., Detroit, was the principal speaker with a talk on electric refrigeration.

BERMUDA DISTRIBUTOR VISITS KELVINATOR PLANT IN DETROIT

Nathanial J. K. Holder, Kelvinator distributor for Bermuda, with headquarters at Hamilton, chief port of that subtropical isle of only 419 square miles, was a guest of the factory in Detroit this month.

Mr. Holder was the first Kelvinator distributor established abroad. He commenced making Kelvinator installations immediately after he got his franchise in 1922, and his record has been a consistent one ever since. The population of Bermuda is 16,000, the colored folks predominating in a ratio of 3 to 1, yet nearly 250 Kelvinator installations have been made in that territory.

"There is no rapid transit in Bermuda," he said, "and, therefore, no traffic problems. It is one place where 'Old Dobbin' continues to hold his own. There are a couple of automobiles and one truck, but that's all."

FRESNO BRANCH OF HOT "N" KOLD SOLD TO FRED PRENTICE

The Hot "n" Kold Corp., San Francisco, Calif., has recently sold its Fresno branch to Fred Prentice, who will continue to feature the "Kold" department with Kelvinator and the "Hot" department with water heaters, gas and electric ranges. Mr. Prentice was formerly with Atwater Kent Radio and Zerozone Electric Refrigeration.

REFRIGERATOR PRESERVES DENTAL SUPPLIES

The Armstrong-Smith Company, operators of a dental laboratory in Birmingham, Alabama, finds that a recently installed Kelvinator fills its need of constant low temperatures necessary for the storage of dental supplies.

KELVINATOR PLANT VISITORS

Recent visitors at the Kelvinator plant in Detroit were: Charles Meredith, secretary-treasurer, Hot-N-Kold Corp., San Francisco distributor; Branch managers Moister, Philadelphia; Troutwine, Boston; Markland, Cleveland; and Corcoran, New York.

A. G. Wallace, Marshall-Wallace Advertising Agency, Cedar Rapids, Iowa, who handles the account of the Iowa Railway & Light Corp., Kelvinator dealers at Cedar Rapids; Henry A. Dawson, head of the Kelvinator division of the Birmingham Light, Heat and Power Co.; and Campbell Wood, manager of the Utility Division, Kelvinator.

Southern Illinois Kelvinator Men Attend Conference

About twenty Kelvinator dealers and salesmen from southern Illinois attended a meeting held at the LyMar Hotel in Herrin, August 16. W. E. Day, factory representative, was the principal speaker at the meeting.

STRELINGER TO DIRECT KELVINATOR BRANCHES



Godfrey Strelinger

Godfrey Strelinger, who joined the Kelvinator Corp. last April as a special representative in the sales division, has been appointed as manager of Kelvinator branches, according to an announcement just made by H. W. Burritt, vice-president in charge of sales.

These branches are at Boston, Cleveland, New York and Philadelphia. Each branch is a distributor, and each operates retail outlets in the city where it is located. New York has several of these retail outlets.

Mr. Strelinger graduated as an engineer from the University of Michigan in 1913. After the World War he joined the Dodge Brothers' sales department, where he worked for two years. Later he became assistant sales manager of the Hayes Mfg. Co. His next position was that of district manager in Michigan for the Maxwell-Chalmers-Chrysler organization, which position he relinquished when he entered the field of electric refrigeration and was for some time Copeland distributor for the state of Michigan. He has worked with the Kelvinator branches since April.

KELVINATOR ENGINEER RE- TURNS FROM OVERSEAS TOUR

Pierre Godquin, Kelvinator field engineer for the Export Division, has returned to Detroit from a tour overseas on which he started in January, 1927.

Mr. Godquin mentions little jumps from Paris to Johannesburg, South Africa, as casually as an American "commercial drummer" would tell of a hop "in this territory" from New York to Omaha.

Since departing from the factory in Detroit, Mr. Godquin has visited Spain, Cairo and Aden, Egypt; Madras and Bombay, Calcutta, Cawnpore, Rangoon and Colombo, India; Durban, Johannesburg and Bloemfontein, South Africa; Zanzibar and various places on the East African Coast; Belgium, Holland, Austria, Hungary, Switzerland, Roumania, Greece, Turkey, Algiers and Morocco.

"While domestic electric refrigeration has been wanted for ages in tropical countries," Mr. Godquin said, "it looked at first a desperate proposition to sell electric refrigerators in temperate countries where most people did not even use an ice-box."

KELVINATOR OFFERS NEW VISUAL SALES SERVICE

Kelvinator Corp., Detroit, will inaugurate a Visual Sales Service, consisting of a portable film outfit, as a part of its regular equipment on November 1. This service will be used by sales managers in the training of their sales force, as well as a direct selling to the public. New films will be released by the company to its dealers on the 1st and 15th of each month throughout 1930.

KELVINATOR DISTRIBUTOR CLOSES LARGE CHAIN STORE ORDER

George B. Gray, manager of the Southern Radio & Equipment Co., Kelvinator distributor at Little Rock, Ark., reports that his company has secured the refrigeration contract for a new chain system, the Black & White stores, which will have headquarters in Little Rock.

The initial order covers the installation of meat coolers, full display counters, and grocery boxes, ten stores, with a provisional order for fifteen additional equipments.

ENGLISH YACHTSMEN ADOPT ELECTRIC COOLING

B. H. Morash, general manager of Kelvinator, Limited, London, England, sends to R. A. Lundquist, manager of the Kelvinator export division, a list of yachts, famous in European waters, and owned by distinguished men, all of which have been Kelvinator equipped by the London branch as follows:

Admiral of the Fleet "Sheelah," owned by Earl Beatty; "Glen Strathallan," owned by Lord Glentanar; "Crusader," largest yacht in the world, owned by A. Kingsley Macomber, and equipped with three Kelvinators; "Elettra," owned by three Kelvinators; "Electra," owned by Senator (Marchese) Marconi, the noted Italian scientist and inventor of wireless telegraphy; "Rhodora," owned by Lord Rothchild; and "Cetonia," owned by Lord Stalybridge.

INDIA RAILWAY INSTALLS KELVINATOR EQUIPMENT IN DINING CARS

The Jost Engineering Co., Ltd., of Bombay, India, Kelvinator distributors in Western India, reports the installation, within the past few months, of a considerable number of Model P9 refrigerators in the dining cars of the Great Indian Peninsula Railway.

Hot "n" Kold Installs Kelvinator at Sequoia National Park

Because mountainous conditions often made ice deliveries uncertain, National Park Service at Ash Mountain headquarters, Sequoia National Park, recently had Kelvinator commercial equipment installed in the mess hall by the Hot "n" Kold Corp. of San Francisco, Calif.

New Kelvinator Distributor Features Attractive Window Display



Clark & Jones Piano Co., Birmingham, Ala., recently appointed Kelvinator distributors, featured the window display shown above at their formal showing of the Kelvinator line.

COPELAND NEWS

COPELAND MEETINGS HELD IN NEW YORK AND PHILADELPHIA

Sales meetings were conducted in two large eastern cities the second week in September by W. D. McElhinny, vice-president in charge of sales. Meetings, well attended, were held in New York at Hotel Pennsylvania, September 10-11, and in Philadelphia at the Adelphia Hotel, September 13-14. Mr. McElhinny was assisted by factory executives, by Copeland Refrigeration Co. of New York, Inc., and Schimmel Electric Supply Co., Philadelphia.

NEW COPELAND EQUIPPED YACHT SEEKS TO LOWER MISSISSIPPI SPEED MARK

A field hardly scratched by the electric refrigeration industry has been invaded by Edward N. Eberling & Co., New Orleans distributors of Copeland electric refrigeration. It is the marine field, more particularly the small boat group.

The Eberling company's first installation was on the *Martha Jane*, the \$125,000 New Orleans yacht that recently featured in the successful attempt to break the 59-year-old Mississippi river speed record of the *Robert E. Lee* from New Orleans to Memphis.

The *Martha Jane* is owned by "Commodore" George M. Cox, New Orleans manufacturer and sportsman. It is said to be the finest private yacht on the Mississippi. It is 60 feet long, of 14-foot beam, and powered by two 200-horsepower motors, capable of a 20-mile speed. It has accommodations for 14 passengers and carries a crew of four. All hoisting, cooling, heating, cooking, pumping and refrigeration power is electric. Special woods were used throughout. Illustrating the owner's

care in its construction, 17 keels were rejected before the final selection. The bowsprit is part of one of the famous "duelling oaks" in New Orleans city park. When it was being hewn a bullet from some unknown duellist's gun was found imbedded in the wood.

The Copeland refrigerating unit was installed before the boat was complete, to make certain that the necessary space would be properly allotted. The box is of the 24-16 type, in the cook's galley, with the Model "H" twin-cylinder condensing unit in the engine room. The unit is operated by a 110 D. C. lighting plant, with Willard battery equipment. The unusually large box, the base of which was removed to permit its installation, is similar to the Copeland boxes recently installed on U. S. submarines, and was necessary because of the intense heat in the lower stretches of the Mississippi river.

The *Martha Jane* failed in the recent race because it entered the contest too soon after its launching and before its engines were properly broken in. These were badly damaged. After new motors have been installed and properly tried out, the *Martha Jane's* owner will attempt to lower again the *Robert E. Lee's* famous record.

COPELAND REFRIGERATORS FOR BRAZILIAN BOATS

Two first class battleships and 12 destroyers of the Brazilian navy have just been equipped with Copeland electric refrigeration, according to announcement by H. M. Robins Company, Detroit, export distributors for Copeland Products, Inc. The battleships are the Minas Geraes and the Sao Paulo.

The Minas Geraes is equipped with a CS 16-23 with food storage capacity of 16.12 cubic feet and shelf space of 22.5 square feet. This machine freezes 243 cubes or 15.43 pounds of ice at one freezing. It is 70 inches high, 23 3/4 inches deep and 55 1/4 inches wide. It is of full porcelain finish and is insulated with 2- and 3-inch corkboard. The Sao Paulo is equipped with a CS 9-2, which is similar to the CS 16-23, only that its capacity is 8.59 cubic feet and shelf space 11.81 square feet.

The destroyers are fitted with the CS-5 type of electric refrigerators, a five cubic-foot unit. The Brazilian Naval School at Rio de Janeiro also has been equipped with Copeland electric refrigeration.

RACE NAMED COPELAND ADVERTISING MANAGER



William S. Race

W. D. McElhinny, vice-president in charge of sales of Copeland Products, Inc., Detroit, announces the appointment of William S. Race, former assistant advertising manager, as manager of advertising and sales promotion.

Mr. Race, before going to Copeland, was with the U. S. Rubber, Briggs Manufacturing and Hudson Motor Car companies. He is a graduate of the University of Texas engineering and journalism schools and later attended post-graduate course in advertising and sales promotion at Columbia University, New York City.

COPELAND MEN DISCUSS WINTER SALES PROBLEMS

Winter selling was the principal subject of several talks by W. D. McElhinny, Detroit, vice-president in charge of

sales for Copeland Products, Inc., at a two-day convention of northern Ohio distributors and dealers held in the Statler Hotel, Cleveland, September 19 and 20.

Mr. McElhinny said he "failed to see any difference between standing inside a house heated to summer temperature looking out of the window upon snow and standing outside of a house in a California valley looking up at snow in the mountains. There is the same need in both places for the protection of food against high temperatures."

"People must be made to see by the salesman that as much thought should be given to protecting the food they eat as to protecting their bodies through heat, adequate clothing, and such. Many a salesman goes far enough with one member or the other of a family to do a good job of selling, but finally fails because he has not taken the same pains with every member of a family who might influence the sale. Both the man and his wife at least should be thoroughly sold in every case."

Other speakers on the two-day program were D. B. Henry, of the factory commercial sales division; L. L. Bohannon, sales manager of the Carnegie Electric Co., Cleveland distributors, and representatives of the Seeger Refrigerator Co., and James Spear Stove and Heating Company.

SEATTLE UTILITY NOW HANDLING COPELAND LINE

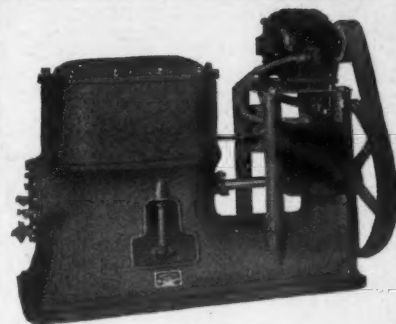
The municipal lighting department of Seattle, Wash., is now selling Copeland refrigerators in its electrical appliance division. The department has five branches scattered throughout the city, and the Copeland refrigerators will be sold through these.

The department is conducting a large direct mail advertising campaign, featuring a low down payment. They have fifteen models on display.

To Manufacturers of Electric and Gas Units

If you want CABINETS
as you want them let
PUFFER-HUBBARD
build them. We work to
specification.

PUFFER-HUBBARD MFG. CO.
MINNEAPOLIS, MINN.



Electric Refrigeration Distributors and Dealers

You need the PEERLESS line of compressors.

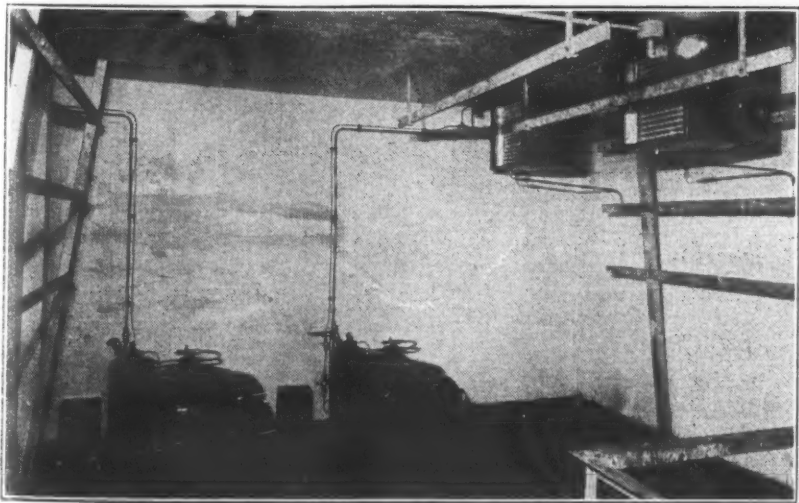
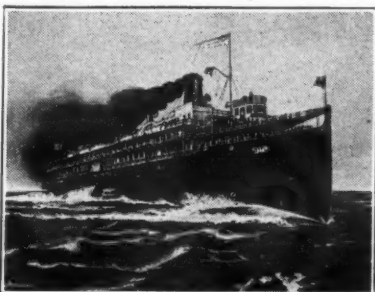
PEERLESS units give you a COMPLETE line, ranging from one to ten tons.

PEERLESS Perfected Multiple Apartment System is recognized leader in its field. Full details given on request. Our record warrants your most exacting investigation.

PEERLESS ICE MACHINE CO.
515 W. 35th Street
CHICAGO, ILLINOIS

Steel Bulkhead Necessitates New Type of Installation on Lake Steamer

THE largest electric refrigeration installation of its kind and the first of its type ever placed on a large passenger steamer has just been completed by the R. B. Ailing Co., Detroit, Mich., distributors for Copeland Products, Inc. It consists of two Model X-1200 Copeland condensing units and six of the recently developed fin evaporator cooling units and has been placed aboard the Detroit & Cleveland Navigation Co.'s big Detroit-Chicago liner, "Western States." The new equipment supplies the steamer with refrigeration of an ice-melting effect of 2,400 pounds a day, at an average electric consumption cost of 22.08 kilowatts daily. The ice-melting effect is far



above the ship's normal requirements. Ice consumption on the four-day round trip of the steamer was 4 1/2 tons. The new installation, by turning the ice bunkers into additional storage space, increases the storage capacity 15%.

The refrigerator has interior dimensions of 24 by 7 feet and is heavily insulated with cork. The ice bunker space is 13 by 6 by 4 1/2 feet and runs transverse of the box, dividing it into two storage compartments, each entered by a door. The bunker also has a door at the front end.

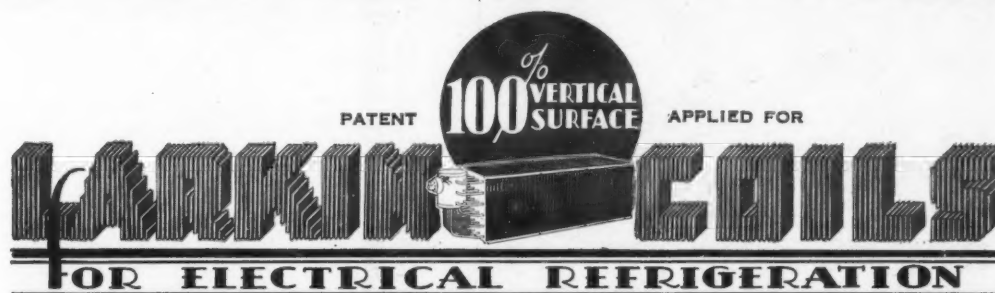
The two condensing units, each with a 2-cylinder, water-cooled compressor and one hp. motor, were placed together on the floor near the rear wall of one compartment. Installing the units within the box was made necessary by the steel construction of the bulkhead forming the box's rear wall. To offset the heat-producing effect of their presence within the box, a housing of 2-inch cork, made removable for servicing purposes, was built around each and ventilating outlets drilled through the bulkhead. Three of the cooling units

were hung from the ceiling at the farther end of each compartment.

The cooling units, 18 x 18 x 18 inches in size, were developed by Copeland and in commercial installations they replace the more familiar coil cooling unit. They function on the principle of forced convection, a small fan behind a finned tube core forcing the air into the refrigerating space and maintaining a constant circulation. The latter prevents dehydration of the air and frosting sometimes caused by freezing coils, and provides an even temperature throughout the compartment.

The "Western States" installation is operated from the ship's electric lighting plant, which uses a 110 volt direct current, and draws 18 amperes. The 22.08 kilowatt daily power consumption of the new equipment is supplied by the ship's generators.

The installation, expected to be followed by similar ones on the other ships of the D. & C. fleet, was contracted for and supervised by D. W. Dunning, industrial sales manager, and William H. Sandy, salesman, both of the Ailing Co.



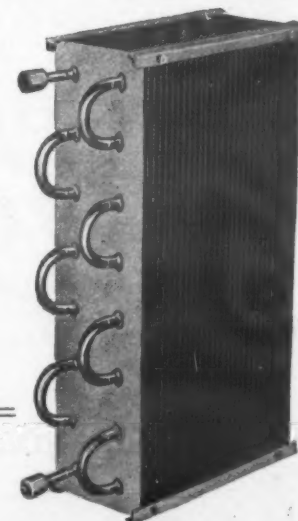
ANNOUNCING Further Expansion!

The Pierson-Larkin Refrigerating Corporation has changed its name to the Larkin-Warren Refrigerating Corporation, with the same directors, officers and address as heretofore. The Sales, Service and Educational staffs have been augmented to assure personal contact between the Company and the constantly growing number of manufacturers, distributors and dealers of commercial electrical refrigerating equipment.

Another Building Completed and in Coil Production

WITH the addition of 9 types and 56 sizes of LARKIN COILS for Dry Expansion and our large line of LARKIN Flooded Type COILS came an avalanche of interest and orders. A new wing to our plant has been completed and is in full production in all sizes and type coils. This growth indicates that LARKIN COILS fill a very important need in the industry.

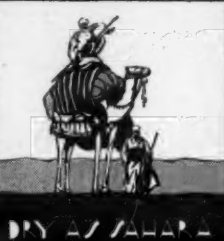
We invite inquiries from manufacturers, distributors and dealers of commercial electric refrigeration who desire to positively and quickly eliminate the hitherto troublesome problems of DEHYDRATION and DEFROSTING consistent with much lower operating costs.



Typical Larkin Coils

Illustrating 2 of our large line of LARKIN 100% Vertical Surface Aluminum Plate COILS for both Dry Expansion and Flooded Type Electrical Refrigeration.

Makers of the Only Complete Line of 100%
Vertical Surface Aluminum Plate Coils
LARKIN-WARREN REFRIGERATING CORP.
ATLANTA, GEORGIA




Sulphur Dioxide
For Direct Charging
Every Container Analyzed
"Pure" Bone Dry
Cylinders 2 to 150 lbs
Also Ton Drums-Tank Cars.

ANSUL
Chemical Co.
MARINETTE, WIS.

AUTOMATIC GASKET TACKERS
8 TIMES FASTER—MORE SECURE
SHIPPED ON 10 DAYS FREE TRIAL
Write for Descriptive Literature

R. N. E. MARKWELL MFG. CO.
200 Hudson Street New York, N. Y.

COLDBLOC
Milk Cooling Cabinets for Electric Refrigeration for Dry or Immersion Types
Domestic Utilities, 2117 Charles St., Baltimore, Md.
Division of the Refrigeration Corp. of Maryland



Wayne
Electric Refrigerator

Every Day—
Thousands of men and women are going into stores like your own to see what's new in Electric Refrigerators! And many of them are asking about the new Wayne . . . with its Automatic Cold Control!

If you are interested in this Wayne Feature . . . and the profitable Wayne Franchise . . . Write Us.

WAYNE HOME EQUIPMENT CO.
Main Office and Factory, Fort Wayne, Ind.

INSULITE
the Wood-Fiber Insulating Board
Where **INSULATION**
REALLY Counts

—IN THE ever growing transportation and protection of perishables insulation plays a most important part. Railway refrigerator cars must of necessity be efficiently insulated—and with materials that will stand up year after year in this trying service. More than 44,000 such cars are INSULITE insulated—and no replacements have been required.

—THE cold storage plants play the second part in this wide preservation of perishables, and the cold storage field has taken INSULITE into its own because of the continuous high insulating efficiency it provides year after year without fault in their cold storage rooms.

—THE refrigerator cabinet is the third factor in this nationwide chain, and protects these perishables when they have reached the ultimate consumer. Here again INSULITE still serves as the ideal insulation material by giving maximum protection, with no trouble from odors, rot or disintegration.

More than this—the use of Insulite in your cabinets means stronger cabinets and faster production, as it is furnished to your specification ready to apply.

THE INSULITE COMPANY
1200 Builders Exchange (A Backus-Brooks Industry) 737 Conway Building
Minneapolis, Minnesota Dept. 30-1 Chicago, Illinois

GENERAL ELECTRIC NEWS

"OPEN WINTER" SALES MEETINGS BEING HELD BY G. E. DISTRIBUTORS

(Concluded from Page 1, Column 1)

The remainder of the program being presented in each of the 49 cities includes the following:

"Making the Public Conscious of a Proper Food Temperature."

"Melting Winter Resistance with Common Sense," which subject is illustrated with charts, bringing out in detail the reasons why refrigeration is necessary in the winter as well as in the summer.

"Watching the Advertising Wheels Go 'Round," which is a moving picture showing in detail just what effect advertising and sales promotion materials have on prospects, the film having voice accompaniment, giving the audience a visual as well as a verbal explanation.

"A Broad Highway for Big Business," a slide film showing photographs of many different types of installations of General Electric commercial refrigerators.

"A Suite Proposition" illustrates the possibilities for winter sales in the apartment field.

"Such Crust," a skit presented on the stage to inject humor into the program, a ludicrous comedy of salesmanship.

"Right at Your Finger-Tips" outlines, with slide film, a comprehensive method of training retail salesmen.

"A Poker Game of National Proportions," a winter sales contest.

"It's Easy When You Know How," another talking movie presenting the use of the new General Electric sales portfolio as an aid to its salesmen.

"You Can See for Yourself," an illustrated chart exhibition of the outstanding points of General Electric refrigerator.

"Opening the Family Purse Strings," a talk to illustrate the value of a proper finance plan as applies to purchaser, dealer, distributor and manufacturer.

A complete list of cities at which meetings are scheduled and General Electric distributors who will sponsor the programs follows:

- Schedule of Meetings**
- Sept. 16, at Rochester, N. Y., Wheeler Refrigerator Corp. and Erco, Inc. At Toledo, O., Lake States General Electric Supply Co., Inc.
 - Sept. 17, at Albany, N. Y., Page-Morris, Inc. At Indianapolis, Ind., Hoosier Electric Refrigerator Corp., Electric Refrigeration Co. and H. B. McCann Co. At Detroit, Mich., Electric Utilities Co., and C. H. Stull Co.
 - Sept. 18, at Springfield, Mass., Electric Device Co., Modern Home Utilities, Inc., and Newton-Parsons Co. At Louisville, Ky., Electric Refrigeration Co. At Chicago, Ill., R. Cooper, Jr., Inc.
 - Sept. 19, at Boston, Mass., Electric Refrigeration Co. of N. E., Eastern Service Refrigerator Co., Coghlin Electric

ADVERTISING POST CARD INTERESTS PROSPECTS



"On the Top"
WE CAN SERVE YOU ALL—WITH A GENERAL ELECTRIC
FOR ANY REQUIREMENTS IN THE COMMERCIAL LINE

COMMERCIAL REFRIGERATORS
5 GALLON BOTTLE WATER COOLERS
CITY WATER PRESSURE COOLERS
DISPLAY CASES

ASK FOR "Bill" Schladitz
E. H. SCHAEFER CORP.
121-252 ST. MILWAUKEE, WIS.

NO OILING! NO ATTENTION! HERMETICALLY SEALED! DUST PROOF MECHANISM! ALL MACHINE TROUBLES ELIMINATED! QUIET OPERATION! LESS ELECTRIC CURRENT! MAXIMUM FOOD STORAGE SPACE! 7 YEAR GUARANTEE!

Over 1/4 MILLION Users who never spent \$100 for Service

The mailing piece shown above is used to promote the sale of General Electric commercial refrigeration by William H. Schladitz, commercial manager of the E. H. Schaefer Corp., distributors of General Electric refrigerators in Milwaukee, Wis. This post card is being sent to prospects for commercial refrigerators, display cases and water coolers.

- Co., and Maine Electric Co. At Nashville, Tenn., Tennessee Refrigeration Co. At Madison, Wisc., D. S. Stoplet, Inc., E. H. Schaefer, Inc., and Morley-Murphy Co.
- Sept. 20, at New York, N. Y., Rex Cole, Inc. At Birmingham, Ala., Matthews Electric Supply Co. At Duluth, Minn., A. S. Dunning, Inc.
- Sept. 23, at Newark, N. J., Philip H. Harrison & Co. At New Orleans, La., Woodward, Wight & Co. At Fargo, N. D., North Dakota Refrigeration Co.
- Sept. 24, at Atlantic City, N. J., Eastern Hardware & Supply Co. At Jackson, Miss., A. G. Riddick, Inc. At Minneapolis, Minn., H. C. Shannon, Inc., and Lambert & Simpson.
- Sept. 25, at Philadelphia, Pa., Judson C. Burns, Inc. At Memphis, Tenn., Ray H. Boaz Co., Inc., and O'Bannon Bros. At Omaha, Neb., Storv Electric Refrigeration Co.
- Sept. 26, at Harrisburg, Pa., N. K. Ovalle, Inc. At St. Louis, Mo., James & Co., Inc.
- Sept. 27, at Pittsburgh, Pa., Ochiltree Electric Co., J. E. Spence, and W. N. Hogan, Inc. At Springfield, Ill., Bulpitt Refrigeration Co. At Denver, Colo., B. K. Sweeney Electrical Co.
- Sept. 28, at Cleveland, O., Cushman Refrigeration Co., H. G. Bogart Co., and The Willis Co.
- Sept. 30, at Columbus, O., Bard & Barger, Inc., and F. P. Lutz. At Des Moines, Ia., Midwest Refrigeration Co., and

- Arnold-Ervin Co. At Salt Lake City, Utah, Frank Edwards Co.
- Oct. 1, at Cincinnati, O., Milnor Refrigeration Co., and Electric Home Appliance Co. At Kansas City, Mo., Glueck & Co., and American Electric Co.
- Oct. 2, at Atlanta, Ga., Alexander-See-wald Co. At Wichita, Kans., Johnson Bros. Auto Supply Co. At Billings, Mont., F. B. Connolly Co.
- Oct. 3, at Oklahoma City, Okla., Ahrens Supply Co.
- Oct. 4, at St. Petersburg, Fla., Florida Electric Refrigeration Co. At Fort Worth, Tex., Reid-Bishop, Inc., A. C. Rogers, Findlater Refrigeration Co., and E. O. Cone Co. At Seattle, Wash., Gordon Prentice, Inc. At Spokane, Wash., Electric Refrigeration Co.
- Oct. 7, at Charlotte, N. C., Glasgow Refrigeration Co., Southern Refrigeration Co., and Huntington & Guerry Refrigeration Co., Inc. At Houston, Tex., Edmondson Refrigerating Corp., and Wright Bros. At Portland, Ore., Arch Electric Refrigerator Co.
- Oct. 8, at Richmond, Va., Commonwealth Refrigeration Co., and Lockwood-Embrex Sales Corp.
- Oct. 9, at Washington, D. C., National At San Francisco, Calif., L. H. Bennett Electric Supply Co., and The Hines Co.
- Oct. 10, at Fresno, Calif., Valley Electric Supply Co.
- Oct. 14, at Los Angeles, Calif., George Belsey Co., and George T. Bauder.

AIRPLANE DELIVERS G. E. UNIT TO CONNECTICUT TOWN

A General Electric refrigerator was the first piece of merchandise to be delivered to the town of Enfield, Conn., by means of airplane service. The unit was sent by the Newton-Parsons Co., Hartford, Conn., distributors of General Electric refrigerators in Hartford county, to the Amos D. Bridges Sons Co., Hazardville and Enfield dealers. The refrigerator was a Model G 40, all steel household machine. The person buying this refrigerator will be awarded an airplane trip to Hartford.

SEATTLE G. E. DISTRIBUTOR FEATURES TREASURE CHEST PLAN

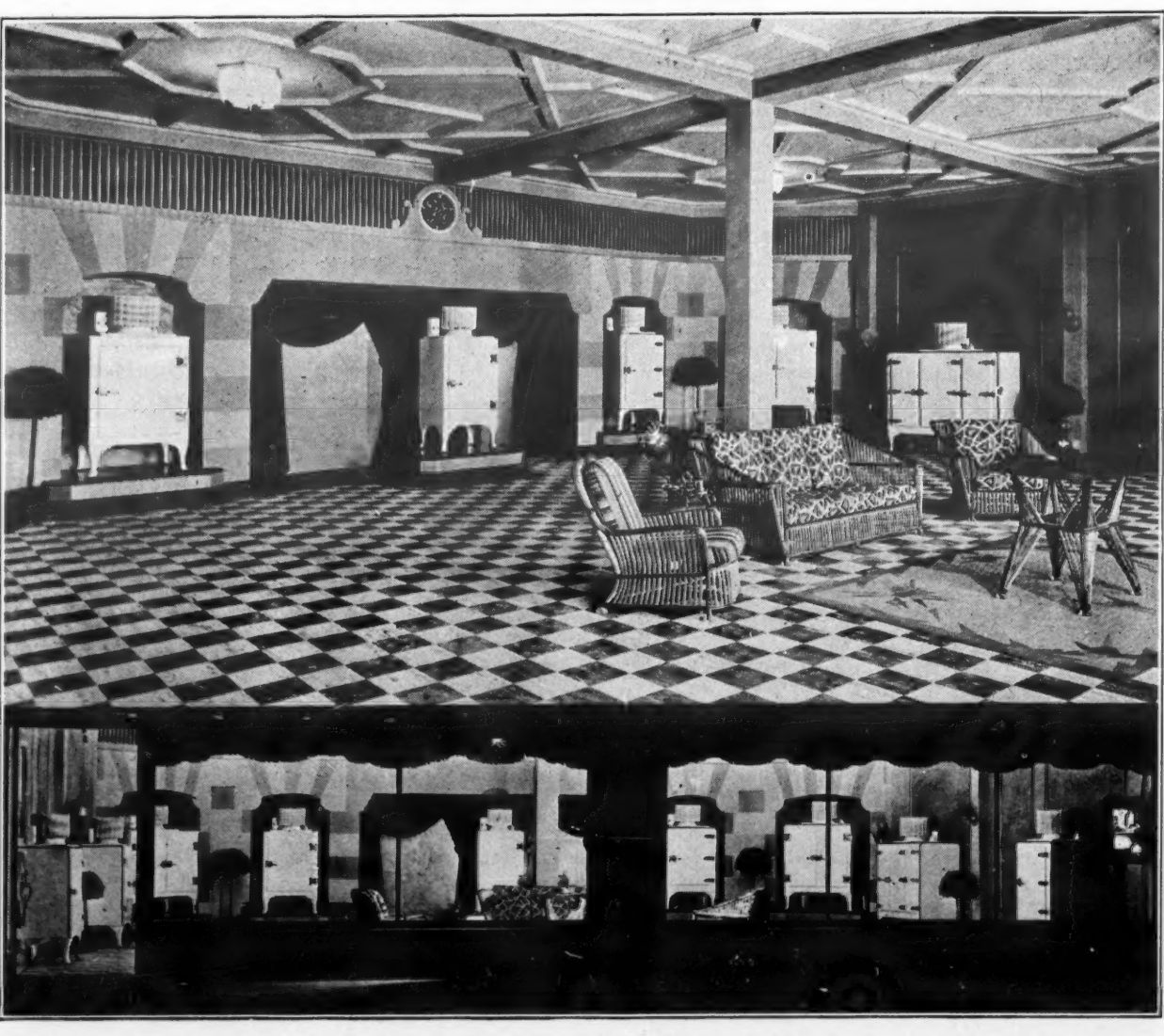
Gordon Prentice, Inc., Seattle distributor of General Electric refrigerators, is trying a new treasure chest venture in his latest selling campaign.

Keys to the chest are given out to the patrons of a local theatre, and in order to win the prize, they must bring the keys into the store and attempt to fit the lock themselves. Mr. Prentice is featuring the treasure chest idea in his window display.

Pacific Power & Light Reports 137 G. E. Sales in July

The Pacific Power & Light Co., Portland, Ore., sold 137 General Electric refrigerators during the month of July.

Wright Bros., San Antonio, Open Interesting Retail Store



Interior view shows corner of display room with recessed settings and platform for models of special interest.

SEPTEMBER ACTIVITY PRODUCING RESULTS IN OMAHA TERRITORY

ARTHUR STORZ, chairman of the executive committee, and Dr. A. S. Pinto, chairman of the food preservation committee, also chief of the Health Bureau of the city of Omaha, aided by the members of the committees, are putting the "food safety" idea over in Omaha. Eighty-inch space in the daily papers of the city, full-sized billboards, envelope folders and the thermometers are being used freely. The Omaha committee also has J. E. Davidson, president of the Nebraska Power Company and vice-president of the National Food Preservation Council, as an adviser.

Dr. Pinto has given several interviews to the press on proper food refrigeration for safety, and has stressed the "fifty-degree" idea. He has expressly cautioned housewives against adopting the dangerous fallacy of discontinuing refrigeration as soon as the cool weather makes an appearance. "When food is not properly refrigerated, bacteria increases at an astonishing rate, endangering indigestion and diseases. It is a well known fact that 50 degrees is the danger line, while absolute safety calls for 37 degrees," declared Dr. Pinto, in his addresses before noonday clubs and several ladies' societies.

The Omaha press has aided materially in the fight here. Frequent interviews with prominent medical men in regard to the question have been published. Editorials strongly favoring the movement have appeared almost every day.

So quickly has the idea taken with the housewives of Omaha that local salesmen are reporting an increase in business. Sales are more frequent and decidedly easier to close, say several of the city salesmen. A repetition of the message from so many different sources is considered the real thing in getting the idea accepted so quickly in Omaha.

Nine different companies in the domestic electric refrigeration field, besides one gas machine, are taking part in the campaign.

DAYTON DEALERS ACTIVE IN PUTTING OVER FOOD PRESERVATION PROGRAM

A large number of Dayton, Ohio, firms are co-operating in the National Food Preservation Campaign in that city. They are endeavoring to keep the slogan, "Why Fifty Degrees is the Danger Point," constantly before the eyes of the buying public this month by advertising and having prominent doctors and health officials give their opinion of the slogan.

The following firms are co-operating in the campaign: H. W. Prior, Frigidaire distributor; F. P. Lutz, General Electric distributor; Dayton Power and Light Co.; C-L Radio Co.; Tovan Electric Co.; Milk Service, Inc.; Starr Piano Co.; Gem City Ice Cream Co.; Brown Furniture Co.; Booth Furniture Co.; Cappel Furniture Co.; Dayton Furniture Co.; Home Outfitting Co.; May & Co.; Rike-Kumler Co.; Rossiter & Garrett Furniture Co.; Star Furniture Co.; Victor Furniture Co.; Wayne Store; Focke Packing Co., and the Trupar Mfg. Co.

COPELAND DEALER GETS PUBLICITY IN THEATRES

The Great Lakes Radio Corporation, dealers of Copeland products in Milwaukee, report a very unique plan which they used for getting prospects to keep their sales-force busy during the fall season.

The plan was so arranged that it made an ideal tie-up with the National Food Preservation Program. It called for the giving away of five A-5 Copelands in five theatres operated by the Midwestern Theatres. Every patron on entering the theatre received a coupon, on which a Copeland model was illustrated, and a number with a chance on the machine to be given away.

The theatre management co-operated by having an announcement on the screen about the drawing for a full week previous. A complete display of Copeland models in each of the lobbies, was attractively displayed during the entire week of the drawing.

On the evening of the drawing a representative of the Great Lakes Radio Corp. announced the details of the National Food Preservation Program, and invited each patron to visit their refrigeration store, where they would be given literature and any other information they wanted that would assist them in writing the 400 word essay.

Each coupon contained valuable information that would assist the salesmen in their follow-up work, but the one

Kelvinator Displays Domestic and Commercial Lines



Kelvinator Booth at Canadian National Exhibition, Toronto

question of most value was, "Are you planning on buying an electric refrigerator this year?" There were thousands of entries for the drawings, and after a careful check-up, over 700 signed "yes."

The "yes" coupons are now being carefully followed up by the entire sales force. Others who answered "next spring," "maybe," and other answers that indicated an interest in refrigeration, received a letter from the Great Lakes Radio Corp., inviting them to their store and they would receive an appropriate gift. To those that came in they gave a thermometer. It is too early to give actual results, but the amount of good created for future sales is evident.

CANADIAN EXHIBITION IN TORONTO DEVELOPS MUCH PUBLIC INTEREST

(Concluded from Page 1)

Interviews were obtained from the following companies, Jack Frost, Allchin & Leslie (distributors for Copeland), General Electric, Kelvinator and Frigidaire.

Jack Frost Has Eleventh Annual Display at Canadian Exhibition

Jack Frost Refrigeration, Limited, 347 Sorauren Avenue, Toronto, Canada, displayed one Model 200 direct drive machine, which provided refrigeration for all cabinets and display cases. The capacity of this model is 2,000 pounds ice melting effect in 24 hours. Model 200 is of the rotary type and uses the Leonard compressor, with sulphur dioxide as a refrigerant. The machine has full automatic control and is equipped with magnetic water control valve, magnetic main line switch with no voltage or overload relays. Seven domestic models, ranging in capacity from 5 cu. ft. to 20 cu. ft., were shown in operation. The commercial refrigerators displayed consisted of an 8 ft. butcher's display counter and a grocer's display refrigerator with glass front, which contained 93 cubic feet. Jack Frost machines pioneered electric refrigeration in Canada, and they have been shown in the same booth for eleven consecutive Canadian National Exhibitions. The booth was in charge of John C. O'Brien, of the Sales and Engineering Division.

The Copeland exhibit of Leslie & Allchin Company, 855 Bay Street, Toronto, Canada, received much attention from prospective buyers. This company equipped its exhibition quarters with De Luxe domestic models that ranged in price from \$400 to \$500. Leslie & Allchin were recently granted a charter as a closed company. Charles H. Leslie is president of the Toronto Battery & Electric Co., Ltd., while George C. Allchin is president and general manager of Generator & Starter Co., Ltd., Oshawa, Ont.

The General Electric display of refrigerators was held in the booth of Electric Refrigeration Co., Ltd., 20 Bloor Street, West Toronto, distributor for the city of Toronto and county of York. The exhibit carried a full line of domestic and commercial, all steel, porcelain models, with water coolers and the new Gardiner freezer. The distinguishing features of the hermetically sealed unit on top, virtually noiseless operation, simplicity of construction, lifelong oil supply, freedom from radio interference and no-owner attention were stressed by the exhibitors.

F. S. McNeal, general manager, Kelvinator of Canada, Ltd., set up an arresting exhibit for the Canadian National Exhibition, which was held in Toronto, Ont., August 23 to September 7. Domestic cabinets, water coolers, ice cream cabinets, a walk-in butcher box, a grocery box, fully dressed, a display case, fully dressed, commercial condensing units and frosted coils composed the exhibition. The P-12 cabinet had glass doors, while the M-4 was shown mounted

on a revolving table. The color scheme of the decoration was blue and white. The name Kelvinator was in the background, with silvered cut-out letters.

Frigidaire was represented at the exhibition in the courts of the new Electrical & Engineering Building. A complete line of fifteen cabinet models, with a wide price range, was shown, including the De Luxe series of cabinets in Tu-Tone and the D-Line, finished in white duco. These cabinets ranged in size from four to eighteen cu. ft. The commercial department was represented by a walk-in type refrigerator and a display case, both operated by Frigidaire compressors. The display had a tinted background, with blue velour drapes, trimmed in red and silver hangings and valance.

The best argument you can use in talking to a customer about the cabinet is to say—

"This cabinet is insulated with Pure Corkboard." Every customer knows that corkboard is the standard insulation.

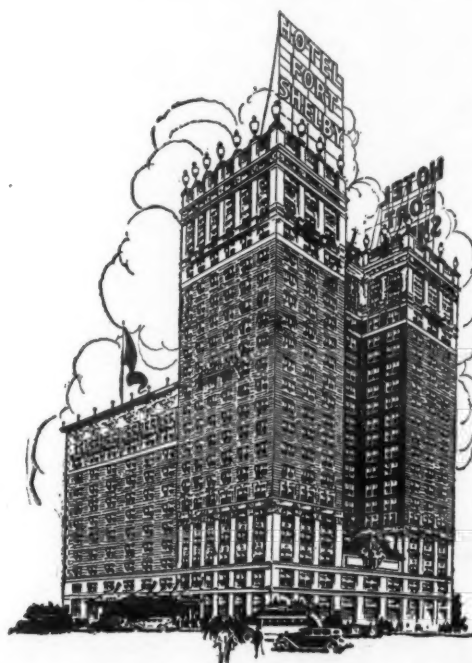
Write for copy of Bulletin 280-D

Novoid Corkboard Insulation

CORK IMPORT CORPORATION

345 W. 40TH ST. NEW YORK

"Permanent Protection for All Refrigeration"



Corner of Lafayette and First

Look for the large green sign on the roof

To those who visit DETROIT

Experienced travelers look forward with pleasant anticipations to arrival in Detroit because of Hotel Fort Shelby's sincere hospitality, its complete facilities, and its high degree of comfort, convenience, and quietude. This 22-story hotel, with 900 reposeful, Servidor-equipped guest rooms and four excellent restaurants, is the favored stopping place of those whose standards of living are upon a high plane. All downtown Detroit is practically at the door.

Whether your choice be one of the many excellent rooms at \$3, \$3.50, or \$4, or one of the higher-priced, larger, more elaborate rooms or suites, you will enjoy a particular sense of value in the Fort Shelby. Guests arriving by motor are relieved of care of their cars at the hotel entrance by competent attendants. You are invited to avail yourself of the hotel's services in advance reservations of tickets to theaters, operas, concerts, sporting events, etc. Write for fully illustrated folder.

HOTEL FORT SHELBY DETROIT

MAYNARD D. SMITH, President

J. E. FRAWLEY, Managing Director

The PRESIDENT

ATLANTIC CITY'S NEWEST BOARDWALK HOTEL

Offers for the Fall and Winter Season

Single Rooms with Bath—
From \$28.00 weekly, European Plan
or \$49.00 weekly, American Plan.

Double Rooms with Bath—
From \$42.00 weekly, European Plan
or \$84.00 weekly, American Plan.

Sea Water Swimming Pool.
Marine Sun Deck.
Concert Orchestra.

Under the Management of
Charles D. Boughton




Webb Slingabouts will pay for themselves in a season. It will surprise you how they will slice delivery costs. Write us for further information. State the line you handle and we will be glad to quote prices. Charles J. Webb & Company, 116 Chestnut Street, Philadelphia, Pa.

THE WEBB SLINGABOUT provides a safe, easy passage through narrow doorways

THE MOST ticklish moment during the delivery of a refrigerator comes when it is being carried through narrow doorways and halls in the home of the purchaser. And that is the time when a Webb Slingabout comes in handy! For the Slingabout takes up less space than any crate possibly could and protects the refrigerators as well as the woodwork and walls of the house. Refrigerator dealers who use the Slingabout for their deliveries would not be without it for it has proved to them that it saves time, trouble and expense.

Here is the reason why. The jacket is made of extra tough canvas, wadded with a thick cotton padding, and lined with fine flannel that protects the brilliant luster of the refrigerator's beautiful finish. This

jacket is quickly and easily thrown over the refrigerator. A harness made of triply reinforced belting secures the jacket and enables the movers to take hold without bruising knuckles. You save a large fraction of your delivery costs. You do not have to spend money for crating. Loading and unloading is done in half the time. No adjustments for marred refrigerators or for damage done to customers' homes. No unpacking mess to clean up. Each Slingabout can be used over and over again—there are some which have moved as many as 700 machines.

WEBB
Slingabout



Seepage Proof Tube Fittings

Fittings of hot-forged brass, correctly designed, properly manufactured and inspected before shipping.

Ask for Catalog No. 36

"Built Right—to Stay Tight"

Commonwealth Brass Corporation
COMMONWEALTH AVE. AND G.T.R.R.
DETROIT, MICHIGAN.

SERVEL HONORS ELECTROLUX STARS

For the purpose of recognizing outstanding attainment among salesmen of dealer and distributor organizations, Servel Sales, Inc., Evansville, Ind., has initiated an "Electrolux Hall of Fame." To it men who make unusual selling records are elected. Each month in Electrolux Refrigerators, Servel's house organ for its gas refrigeration line, salesmen are named whose records have been outstanding for the month. The latest to be given the honor are four men who have proved that the market for automatic refrigeration is as wide as the sky, and that sales are to be made in virtually every type of home.

Cyril A. Flake, of A. Baldwin & Co., Electrolux distributors in New Orleans; J. W. Doris, of I. W. Danforth Co., Pittsburgh, Pa.; E. L. Jolly, of F. E. Gardner, Indianapolis, Ind.; and W. A. Anderson, of the Metropolitan Utilities Co., Omaha, Nebr., were made members this month.

On July 31 Mr. Flake closed eight individual orders for Electrolux units in New Orleans. At five o'clock in the afternoon he turned in five orders for EL-7's, saying that he had several other prospects that he was going to work on. After getting a hasty supper he returned shortly before 11 o'clock with three others that were signed on the dotted line.

W. A. Anderson, of the Metropolitan Utilities Co., sold fifteen Electrolux machines the first ten days he was with the company. Mr. Anderson was formerly with the LaCade Gas Light Co., where he made an excellent sales record.

RELATES HOW ELECTRIC LEAGUE OF PITTSBURGH AIDED DEALERS IN DRIVE

"How the Electric League of Pittsburgh helped the local refrigeration dealers to put over a big campaign" was told by Harry W. Ewald, manager, in his address in the Secretary-Managers' Competition before the annual conference of electrical leagues and clubs at Association Island, August 2-6, 1929.

The campaign started in April. Six of the leading distributors worked with the league in order to put the campaign over. They sent out 2,500 posters to various commercial stores, such as grocers and meat markets, and distributed 100 posters to all of the dealers. They also posted 46 full sized billboards.

Newspaper advertising played a big part in putting the campaign over. The dealers and distributors ran a total of 2,567 inches in the local papers, which also ran a full page neutral advertisement.

At the end of the drive, the distributors had sold \$1,050,000 worth of machines. They had delivered to their dealers a total number of 3,000 residential units, the highest number ever sold in a campaign in the history of Pittsburgh.

ESSINGTON MAKES PLEA FOR ADOPTION OF CODE

(Concluded from Page 2)

the installations which have been made in the city of Chicago in these particulars. First of all, it provides for the permit. Now, either the permit is of value or it shouldn't be in. The consumers should not be required to pay a permit fee unless something is given. There is the inspection feature, which will be applied to all of these installations. And with reference to the permit and inspection I call your attention to the fact that the industry itself is asking for the same permit and inspection regulations that are given to the plumbing, sewers, electrical installations and other installations in the city.

"The industry has provided or suggested the requirement for stronger and better materials; in every case the standard has been set at the highest. At the suggestion of the Health Department, the industry has inserted, as is in the Geaon ordinance also, that there be an irritant in all refrigerants and the statement has been made by a practical man that there isn't any practical danger of a serious accident in a refrigerant which has an irritant gas. The ordinance requires rigidity not only in refrigeration boxes, but also the rigidity of the evaporator in the box. It has been stated that many of these leaks are caused by cleaning out or pulling out or generally manipulating the box.

"There has been a limit of refrigerant allowed in the installations in different places enumerated. There's the requirement that tests be made of every system, those tests being made under pressure very much higher than ever will be required in the operation of the refrigerant. There is the requirement for valves and plugs. But the requirement

in this ordinance is for a conduit which will protect the tubing from mechanical injury, and there is no requirement for a gas type conduit. And last of all, and the twelfth point which will apply to an installation made under this ordinance, that as a result of these hearings, as a result of all of this publicity, there is the common, universal knowledge throughout the community of what these refrigerators are, the danger, the kind of use which should be made of them.

"Now in those twelve particulars, an installation made under this ordinance, if passed, will be in those twelve ways better than any of the installations made heretofore. An installation under the provisions of this ordinance will be safe, and will properly and sufficiently and adequately and wholly protect the health of the people of the city.

"Now just two points in which I differ with Dr. Kegel in his statements today. I have been in attendance at all of the meetings. I have heard no razzing. The statement was made that there has been a deterioration of argument. I don't think that is correct. I think all of the argument has been with the intent of being helpful. This committee has been deliberating, and its opinion is of great value.

"The committee representing the manufacturers leaves with this committee the statement that there hasn't been one single accident in the city of Chicago from an installation that anywhere near complies with what is required either with the terms of the manufacturers' or Geaon ordinance. Both of these ordinances are practical. Both of them deal with demonstrated devices and apparatus that is available. Either one will permit the installation of refrigeration apparatus with the greatest protection that is known to the art at present.

"Refrigerator installations in the city of Chicago are almost at a standstill. Men have been thrown out of employment. Factories are practically closed down. The way to produce development is through universal use and the knowledge and experience that are gained thereby. I, therefore, report with Dr. Kegel's statement that the ordinances are here for consideration, and that an ordinance should be passed, which will provide the necessary protection without setting up conditions that cannot be complied with by the industry."

NORGE DEALER INSTALLS 122 APARTMENT UNITS

Coldak Westchester Co., New Rochelle, N. Y., distributor for Norge, recently installed 122 Norge cooling units, 5 Norge Model 1000 compressors, and 6 Norge Model 2000 compressors in the Broadlawn Residences of the City of White Plains, New York.

These machines were the first to be installed according to the new code adopted by the city of White Plains. This code has the same basis as the one suggested by the Board of Fire Underwriters, December 1, 1928.

The installation was passed upon by members of the Public Safety Commission after the entire refrigeration system had been tested with an air pressure of 150 pounds, and then a vacuum of 28 inches allowed to remain for a period of 24 hours. The compressors are air cooled and are installed in individual fireproof rooms. All of the copper tubing is enclosed with one inch conduit and flexible hose. Valves are placed in iron boxes at the compressors, at the bottom of each riser and behind each refrigerator.

HOBBS ELECTRIC COMPANY TO HANDLE FRIGIDAIRE

Hobbs Electric Company, of Suffolk, Va., recently took over Franklin, Va., Frigidaire agency from the Virginia Electric & Power Co.

G. S. Hobbs, manager of the Hobbs Electric, succeeds H. K. DeLoatch, who has taken a field position with Frigidaire forces in Virginia. A formal opening under the new management, displaying a complete line of Frigidaire, was held in the Farmers Bank building, Main Street.

Appointed Frigidaire Educational Director for Georgia

James W. Durst has recently been appointed educational director of the Atlanta (Ga.) branch of Frigidaire Corp. Mr. Durst's duties will consist of giving instructions to local agents throughout the state of Georgia.

The appointment comes as a promotion in recognition of the record made by Mr. Durst while he was with the Greenwood Hardware agency of Frigidaire.

Sidney Frank Appointed for Rhinelander

Rhinelander Refrigerator Co., Rhinelander, Wis., announces the appointment of Sidney T. Frank, of Frank Sales Co., Inc., 433 Baroone St., New Orleans, La., as southern sales manager. After October 1 his address will be 401 Baroone St.

MANUFACTURERS OF Sheet Metal Parts

To Your Specifications

Bases, Angle Iron to support units. Guards—to enclose units.

For Household Refrigerators we make outside steel panels, food compartments, etc.

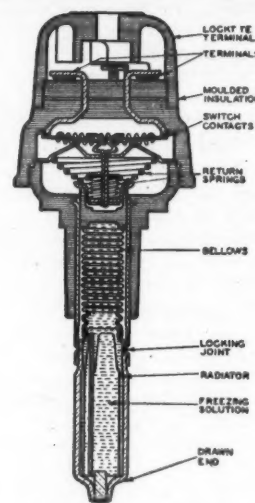
Ice Cream cabinets and parts.

MOTORS METAL MFG. CO.
5936 Milford St. - Detroit, Mich.

V-TYPE BELTS AND OTHER RUBBER ACCESSORIES for the REFRIGERATION INDUSTRY

Original Makers V-type Belts—
"R&D STRAND" brand—our
latest development. Also Anti-
Noise Rubber Bushings.

**GLOBE RUBBER & TIRE
CO., INC.**
Prospect and Globe Sts.
Trenton, N. J., U. S. A.



Ranco Thermostat Controls

for Household Refrigerators, Ice Cream Cabinets, Water Coolers, etc., maintain an even temperature. Once installed, no further adjustments necessary. Now standard equipment with many manufacturers. Write for Bulletin 603.

**THE AUTOMATIC RECLOSING
CIRCUIT BREAKER COMPANY**
COLUMBUS, OHIO, U. S. A.

FLINTLOCK CONDENSERS

Full Capacity



With
Every
Unit

FIN AND TUBE SAME
SOLID PIECE OF
MATERIAL

FLINTLOCK CORPORATION

4461 W. Jefferson Ave.
DETROIT, MICH.



HOTEL ATLANTIC

CLARK ST. NEAR JACKSON BLVD.

MOST CENTRALLY LOCATED

450 ROOMS
\$2 A DAY UP

ONE BLOCK FROM
LASALLE STATION
POST OFFICE
AND BOARD OF TRADE

WRITE FOR FOLDER

CHICAGO

DEHYDRATED TUBING FOR QUICK USE

Made to A. S. T. M. Specifications (B 68-277)
Shipped Rush from Stock

WOLVERINE TUBE CO.

1431 Central Ave. Detroit, Mich.

EBCO

WATER COOLERS

For Schools,
Offices, Factories,
Public Buildings and
Restaurants

are Dependable

WRITE FOR INFORMATION

The D. A. EBINGER
SANITARY MFG. CO.

401 West Town St.
COLUMBUS, OHIO

NEW G. E. PLAN BOOK PRESENTS BIG ARRAY OF SALES MATERIAL

THE Refrigeration Department of General Electric Co., Cleveland, Ohio, has recently issued a sales promotion plan book. The purpose of this book is to list for dealers and distributors tested plans that can be obtained and used in conjunction with General Electric national advertising.

The sales plan, as outlined in the Sales Promotion book, is one of national scope. General Electric refrigerator advertising will go into each state in proportion to the sales opportunities in that state. There are 19,000,000 wired homes in the United States, and national advertising has been planned to parallel this distribution of electricity. The percentages of combined magazine circulation in each state has also been considered in the application of national advertising to local sales and the newspapers of key cities throughout the country will tie with these national publications in presenting General Electric advertising to the public. A series of newspaper advertisements, the amount of which will be based on the magazine circulation and the number of wired homes in a given area, will be used to aid in reaching the sales quota of local distributors and dealers.

The sales material listed under "Product" describes the structural advantages of General Electric refrigerators, all-steel cabinet, unit, "On the Top," and other facts. These points are covered by pamphlets with the following titles: Report of Comparative Test, Request for Quantity Guarantee, General Electric Refrigeration Unit, Schedule of Delivered Prices, Refrigeration by A. R. Stevenson, Jr., and Motion Picture Films and Slides.

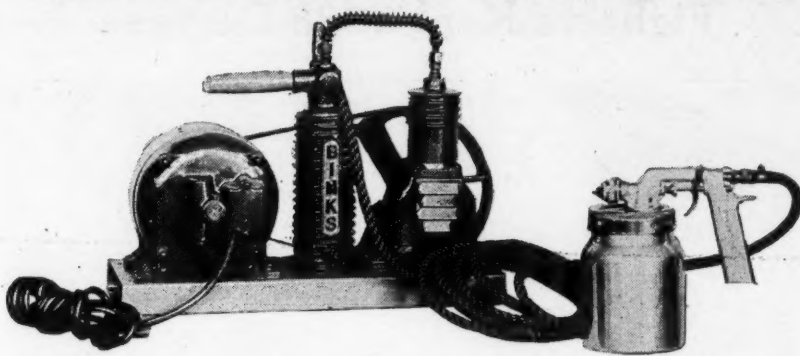
The material under the head of "Organization" includes a Sales Promotion Plan Book, New Distributor-Dealer Manual, Retail Salesman's Handbook, Apartment Data Book, Commercial Data Book, Correspondence Sales School Course, Apartment Correspondence Course, Commercial Sales Course, Binders for "On the Top" Magazine, "What's In It for Me" Book, "The Load Builder" Central Station Book, Suggestions for Sales Contests, Commercial Refrigeration Book, Apartment House Market, Central Station Plan, Resale Contract Form, Sub-Dealer Contract Form, Resale Operation Plan, Retail Order Book, Retail Salesman's Daily Report, Salesman's Work Organizer, Apartment Proposal, Business Manual for Syndicate and Chain Store Purchasers, Water Cooler Proposal Sheet and Commercial Specialists' Handbook.

"Store Arrangement and Display Material" includes Window Display Service Manual, Window Display Portfolio, Electric Sign Portfolio, Street Car Cards, Jumbo Presentation Book, Crowning Achievement Sign, Enameled Apartment House Sign, Miscellaneous Display Material and Fairs and Exhibits Manual.

The articles to be used by salesmen in "Preparing the Way" to sales include: "Year 'Round Campaign," Portfolio, Christmas Campaign to Men, "Knight in the White Castle," Children's Book Form, Silent Hostess Magazine, Recipe and Menu Book, Telephone Campaign Portfolio, Timely Prospect Plan Portfolio, Gardner Freezer Campaign, Teaser Campaign Portfolio, "Safeguarding Health" Campaign, Winter Refrigeration Campaign, Architect's Handbook, "In Apartment Homes of America," "Promoting Apartment Sales" Campaign, Commercial Campaign Portfolio, Water Cooler Campaign Portfolio, Bottle Water Cooler Campaign, "Open Winter" Central Station Campaign, Full-line Catalog in Color, Portfolio of Envelope Inserts, Blotters (Plan of Distribution), Farm Refrigeration Folder, Full-line Mailing Folder, Commercial Line Broadside, Portfolio of Dealer Stationery, Auction Bridge Score Pad, Contract Bridge Score Pad, Playing Cards (Descriptive Folder), Folder on Use of Novelties, Four-page Illustrated Letter-Folder, Proper Size Booklet, "A Guarantee Fulfilled" Folder, Folder to Central Station Employees, and Direct Mail Plan Portfolio.

The fifth section of material that the distributor can purchase deals with "Closing the Sale," and includes New Sales Presentation Book (flat type), New Sales Presentation Book (easel type), Syndicate Purchase Agreement, and New Sales Presentation Book (pocket type).

New Portable Paint Spraying Unit



BINKS MANUFACTURING CO., 3114 Carroll Ave., Chicago, announces the completion of an all purpose utility spray painting and finishing outfit, known as the Binks New Hurley Unit, for general utility work such as touching up, refinishing, repainting, and lacquering.

It is a complete unit equipped with a full size quart all metal container and a pressure cup spray gun supplying an atomized flat spray four inches in width. The air compressor unit is belt driven and connected to a 1/4 hp. General Electric motor. This unit has a capacity of 2.16 cubic feet of air per minute.

The outfit is sturdily constructed. A rib cast iron air container is mounted between the motor and the compressor on a pressed metal base, all of which is mounted on rubber feet. The cylinder and base are cast in block of seasoned grey iron and accurately machined. Ten feet of rubber covered electric cord, attachment plug, and ten feet of durable braided rubber air hose are attached to the outfit.

The Binks new Hurley unit is complete ready for use upon delivery. One merely plugs the electrical connection into a nearby light socket, places the material into a quart pressure container, and starts to work.

DORMEYER OFFERS NEW ELECTRIC FOOD MIXER

A. F. Dormeyer Mfg. Co., 2640 Greenview Ave., Chicago, formerly the MacLeod Mfg. Co., is offering a new senior model Dormeyer electric food mixer. The old model went under the name of Dormeyer electric beater and mixer.

The Dormeyer is an all-purpose mixer with various speeds to take care of all types of batters, from liquids to cake batter and mashed potatoes. The speed control switch is on the front of the mixer. It has a single case in which the motor, gearing and rheostat are all placed, and it can stand alone in the bowl without being held.

The motor is an universal, and works on either alternating or direct current. The model is finished in chromium and has jet black composition handles.

OFFERS OVERLOAD BREAKERS FOR SMALL MOTORS

A complete line of overload breakers for fractional horsepower D. C. and A. C. single phase and polyphase motors is announced by the Allen-Bradley Co., 286 Greenfield Ave., Milwaukee, Wis., makers of automatic starting equipment.

The tremendous number of small individually driven tools and devices used in shops, stores and homes, such as machine tools, pumps, compressors, fans, refrigerating machines, etc., has necessitated the development of overload breakers. Protection is afforded against motor burnouts and damage to the device due to overloads.

Allen-Bradley Bulletin 825 overload breakers have a maximum rating of 1 hp.-125 V., and 1 1/2 hp.-220 V., and may be obtained with or without snap switch or fuse clips.

BELDING HALL OFFERS NEW ELECTRIC ICE CUBE DEVICE

Belding-Hall Co., Belding, Mich., has developed a new electric ice cube, which comes as standard equipment with the 1930 Belding-Hall line of elevated sanitary ice refrigerators.

In appearance it is very similar to the cube tray of the electric refrigerators, but it is entirely different in principle. By inverting this new cube on the top of a cake of ice, and plugging the cord attachment into an electric light socket, ice cubes can be made in a very short time.

ELECTRO-KOLD WILL CON- STRUCT NEW SPOKANE PLANT

Electro-Kold Corp., Spokane, Wash., announces plans for a \$100,000 plant, construction of which commences early in January, 1930. The new factory will be an L-shaped, one-story structure of brick and concrete. Plans call for 60,000 feet of floor space.

FRIGIDAIRE SPENT \$2,534,566 FOR ADVERTISING IN 1928

According to figures given out in the August 15 issue of *Printers' Ink*, Frigidaire Corp., Dayton, Ohio, spent during the year of 1928 the sum of \$1,750,000 for newspaper advertising, and \$784,566 for magazine advertising, a total of \$2,534,566.

HARRIS ICE MACHINE CO. COMPLETES FISHERY JOB

Harris Ice Machine Works, Portland, Ore., have recently installed a freezing plant at the Clackamas fish hatchery for the United States bureau of fisheries. The plant is used to freeze food for young fish. It has a capacity to freeze food to feed approximately 15,000,000 young fishes.

WELCOME to NEW YORK and The HOTEL GOVERNOR CLINTON

31ST ST. AND 7TH AVE.
opposite PENNA. R.R. STATION



1200 Rooms
each with
Bath and
Servidor

ERNEST G. KILL
Gen. Mgr.

ROOM AND BATH 3⁰⁰ UP

The Solution FOR YOUR CONTROL PROBLEM

Mercoid controls are especially designed for all kinds of industrial and commercial refrigerating applications. They furnish extremely close control and above all are accurate and do not require servicing.

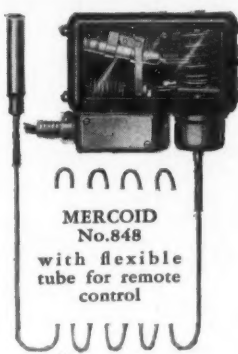
These controls will help open a big market for you in the industrial field. Do not pass by any opportunity for the sale of your

units where close accurate temperature control is needed, such as the germination of seeds and bacteria, the cooling of film developer, fur storage and many other manufacturing processes. You will find Mercoid the complete solution to your control problem.

The No. 848 Mercoid Controls can be furnished for temperatures from minus 30° up and can be set for accurate control as close as 2° or wider if desired.

Dual Control for Multiple Hook-ups

This model furnishes low side



pressure control and high side cutout. The two features are combined in the one instrument. The Dual Control is free from troublesome servicing—it has no open contacts. Easily adjusted for cutting in and cutting out pressures.

Arco Solenoid Valve for Water

The Arco Solenoid Valve is especially designed to control water

supply on water cooled units. For pressure up to 150 lbs. It can be equipped with maximum flow adjustment or bi-pass adjustment or both if desired. Mercoid Controls are used as standard equipment by many of the leading manufacturers and thousands are now in operation in the domestic field. Practically all of the leading manufacturers of commercial units are today using and endorsing Mercoid Controls.

Write today for complete information on this remarkable line of automatic controls for refrigeration.

AMERICAN RADIATOR COMPANY

40 West 40th Street Accessories Division Dept.-N NEW YORK

100% Insulation

Rider's Pneu-Dor Seal

on your refrigerator doors
will absolutely seal

AIR TIGHT

Resilient impervious rubber. Compresses easily,
eliminating strain on hinges

Durable: Neat appearance

Write for Samples

P. L. Rider Co.

Worcester, Mass.

Established 1889

EXTRA DRY ESOTOO

THE PUREST

SULPHUR DIOXIDE

Analysis Guaranteed

WE HAVE AN AGENT WITH OUR PRODUCT IN STOCK
NEAR YOU - WRITE US WHERE WE CAN SERVE YOU

VIRGINIA SMELTING CO. West Norfolk Va.

F. A. EUSTIS, Sec. - 131 State St. BOSTON - 2 Hector St. NEW YORK